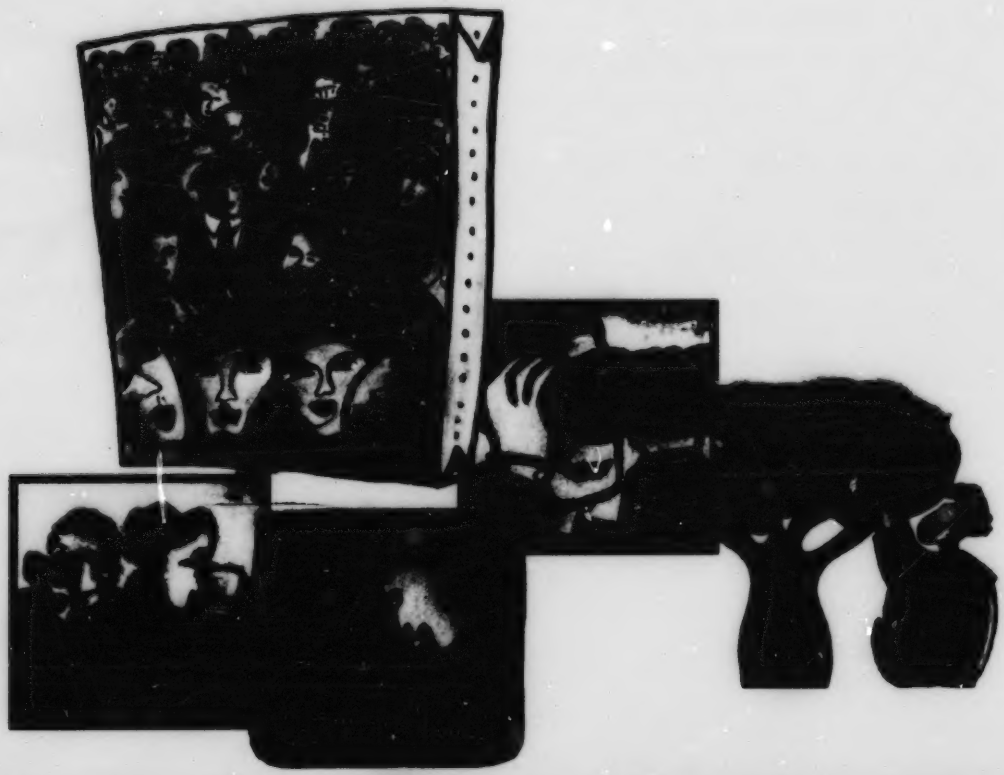
Study of Entrepreneurship Among Young Atlantic Canadians Aged 15-29



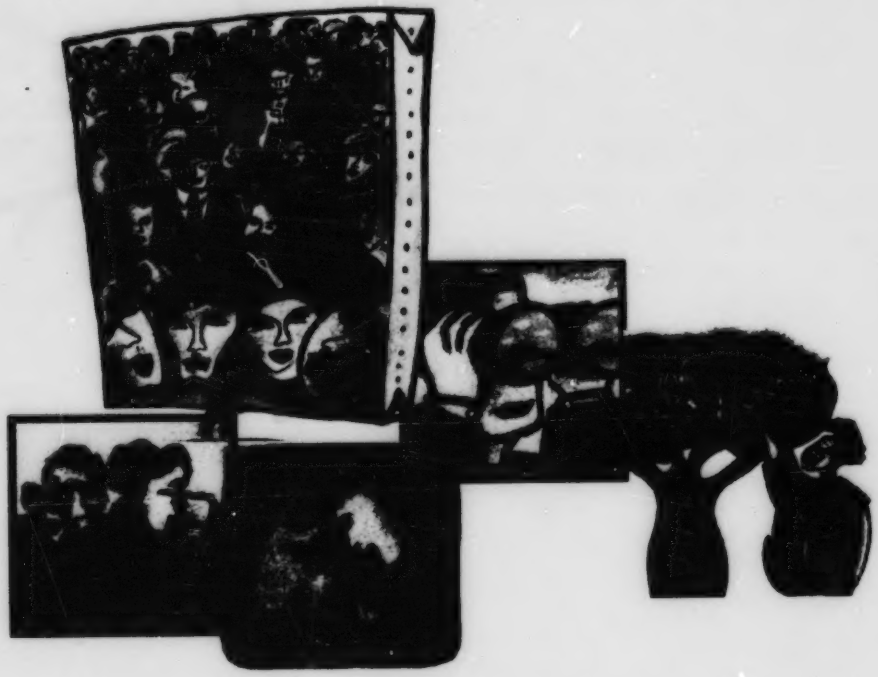
Atlantic Canada Opportunities Agency

Agence de promotion économique du Canada atlantique

Canada

102-01305/

Study of Entrepreneurship Among Young Atlantic Canadians Aged 15-29



Prepared for:

Atlantic Canada Opportunities Agency

Extracts from this publication may be reproduced for individual use without permission, provided the source is fully acknowledged. However, reproduction of this publication, in whole or in part for purpose of resale or redistribution, requires written permission from the Policy and Programs Branch, Atlantic Canada Opportunities Agency (ACOA), P.O. Box 6051, Moncton, New Brunswick E1C 9J8.

Catalogue # C89-4/86-2001E
ISBN: 0-662-30825-5

Toll free telephone: 1-800-561-7862
Fax: 1-506-851-7403
E-mail: csharpe@acoa-apeca.gc.ca
Web site: http://www.acoa-apeca.gc.ca

Ce matériel est également disponible en français
Étude sur l'entrepreneurship chez les jeunes de 15 à 29 ans de la région de l'Atlantique

N° de catalogue C89-4/86-2001F
ISBN : 0-662-86063-2

CORPORATE RESEARCH

2695 Dutch Village Rd.
Halifax, NS B3L 4V2
TEL: (902) 421-1336
FAX: (902) 453-0344

40 Charlotte Street
Saint John, NB E2L 2H6
TEL: (506) 658-1740
FAX: (506) 634-3393

740 Main Street
Moncton, NB E1C 1E6
TEL: (506) 862-1969
FAX: (506) 859-1691

1166 Alberni St.
Vancouver, BC V6E 3Z3
TEL: (604) 605-8412
FAX: (604) 605-8401

Table of Contents

Page

Introduction 1
- Research Objectives 1

Executive Summary 4

Conclusions 6
- Quantitative Research 6
- Qualitative Research 9

Recommendations 11

Statistical Data Review of Young Entrepreneurship 14

Detailed Analysis of the Quantitative Research 26
- Comparisons Between Entrepreneurs and Non-entrepreneurs 26
- Information Pertaining to Entrepreneurs 39
- Information Pertaining to Non-entrepreneurs 48
- Information Pertaining to Junior Achievement Entrepreneurs 60

Key Findings from the Qualitative Research 62
- Programs For Young Entrepreneurs 62
- Experience with Young Entrepreneurs 63
- Information Needs of Young Entrepreneurs 65
- Building a Business 68
- Differences Among Young Entrepreneurs 71
- Building the Ideal System to Assist Young Entrepreneurs 73
- Young Entrepreneurs – A Profile 73
- Looking Forward 75

Study Methodology 77
- Quantitative Research 77
- Qualitative Research 80

Appendices
- Appendix A: Study Questionnaire - Entrepreneurs
  Study Questionnaire – Non-entrepreneurs
- Appendix B: Tabular Results - Entrepreneurs
- Appendix C: Tabular Results – Non-entrepreneurs
- Appendix D: Qualitative Interview Protocol

Introduction

Entrepreneurship, particularly youth entrepreneurship, has been an important component in the economic development approaches of the Atlantic Canada Opportunities Agency (ACOA) and other senior governments in Atlantic Canada for more than a decade. This interest and focus on entrepreneurship mirrors the global interest in entrepreneurship as an economic development approach, as well as a philosophical or cultural perspective. Factors such as the recessions of the early 1990s that prompted structural shifts in labour markets of most industrialized countries, demographic factors, and a growing realization of the value of a self-reliant rather than a dependency perspective all contributed to significant growth in entrepreneurship internationally.

In spite of the success in recent years, research undertaken by ACOA and other institutions indicates that the barriers to successful entrepreneurial development remain unresolved. Moreover, research indicates a significant potential for increased entrepreneurial activity. For example, research undertaken by ACOA as part of the Seed Capital Evaluation estimated a substantial potential volume of entrepreneurial-based business development in the region.

The Study of Entrepreneurship Among Young Atlantic Canadians Aged 15-29 is designed to advance the considerable efforts undertaken by ACOA over the past six years. In particular, it focuses on the specific needs of young Atlantic Canadians between the ages of 15 and 29 who either have the potential to become entrepreneurs or who are already operating their own business. The project is designed to place young entrepreneurs in the context of their labour market peers, namely other young persons who have either not considered or not started their own business.

Research Objectives

In terms of study objectives, the present research aims to fulfill the following goals:

1. Determine the extent to which young people in the Atlantic region are starting their own full-time entrepreneurial ventures;

2. Provide a profile of young entrepreneurs in Atlantic Canada as well as that of their businesses;

3. Capture attitudes and beliefs of the target young entrepreneurial group concerning business-related issues;

4. Examine the process by which young entrepreneurs initiate and develop their own businesses, noting gender, linguistic, and other relevant differences;

5. Explore the problems and challenges young entrepreneurs confront, as well as their coping strategies, again noting any gender, linguistic, and other relevant differences;

6. Review the nature and extent of young entrepreneurs' access to external venture financing, and the extent and reasons to which they are participating or not participating in generic financial assistance programs and other business support services, both private sector and government;

7. Determine among young entrepreneurs as well as potential young entrepreneurs the awareness level of existing support programs and how these are promoted to young Atlantic Canadians;

8. Gauge perceptions regarding whether or not one can be an entrepreneur while, at the same time, protecting the environment; and

9. Recommend methods to meet the financial as well as the non-financial needs of young entrepreneurs.

In accomplishing these goals, CRA engaged in a multi-faceted approach that involved an introductory statistical discussion of young entrepreneurship in the Atlantic region, a quantitative research component, as well as a qualitative research component. It should be noted that the quantitative research component included a sample of young entrepreneurs, who at present or in the recent past have operated their own business, and a sample of young non-entrepreneurs, who have not been business owners. To get another perspective, the qualitative research was designed to incorporate the opinions and feedback of individuals who work for government agencies and funding institutions that deal directly with potential business owners between the age of 15 to 29.

For the quantitative research, questionnaires were administered by telephone, with interviewing taking place during the period February 28 to May 9, 2001. Overall, 589 interviews were completed with young entrepreneurs and 800 interviews were completed with young non-entrepreneurs. Only Atlantic Canadians aged 15 to 29 were included in the samples, and the data sets were weighted so as to ensure that the final data sets are representative of the population of young Atlantic Canadians (non-entrepreneurs) and young, self-employed Atlantic Canadians (entrepreneurs). In addition to the above samples, CRA conducted interviews with a group of 69 young people associated with Junior Achievement organizations. While views of these young people are deemed to be informative, data from these individuals were not combined with the larger sample of young entrepreneurs due to important differences between Junior Achievement businesses and "true" businesses. Instead, a summary of the results from the sample of Junior Achievers is presented following the discussion of young entrepreneurs and young non-entrepreneurs. A more complete description of the methodology utilized to conduct this survey is provided at the back of this report.

In addition to the quantitative portion of this study, a total of 34 one-on-one interviews were conducted by telephone over the period of February 5 to February 19, 2001. Overall, the qualitative component of this study consisted of 15 interviews that were conducted with representatives from Government Departments and Agencies, while 19 interviews were conducted with representatives from lending/funding institutions.

This report contains an executive summary that encompasses all facets of the research conducted on behalf of ACOA. Subsequently, CRA reports the key conclusions and recommendations individually

for the quantitative and qualitative research components, including results of the statistical review of young entrepreneurs where applicable. Finally, the statistical review of young entrepreneurship, in addition to the detailed analysis and study methodology from both quantitative and qualitative research components, are presented for an in-depth discussion of overall results. Appendix A at the back of the report contains copies of the quantitative study questionnaires, while the tabular results are presented in Appendix B (entrepreneurs) and Appendix C (non-entrepreneurs). In the report, the tabular results are denoted by number for easy reference. Except where otherwise noted, all results are expressed as percentages. Also, Appendix D presents a copy of the Interview Protocol that was used for both the French and English one-on-one interviews conducted in the qualitative portion of this study.

Executive Summary

The following is a brief summary of the results of the **Study of Entrepreneurship Among Young Atlantic Canadians Aged 15-29.** The study was conducted on behalf of ACOA and consisted of both a quantitative and a qualitative component. The quantitative phase of the study sought opinions of young entrepreneurs and non-entrepreneurs throughout Atlantic Canada on a wide variety of business-related issues. The qualitative phase included one-on-one interviews with individuals from government agencies and lending institutions (agency representatives) to obtain their views of young entrepreneurs and current young entrepreneur programs, and to gather recommendations as to how these programs might be improved. As well, the report presents an analysis of Statistics Canada data on self-employed young Atlantic Canadians to examine trends in entrepreneurship throughout the region over the past decade.

Overall, results indicate that the opinion of youth entrepreneur programs is generally positive. In addition, young entrepreneurs demonstrate a high level of awareness and usage of a number of types of financial and non-financial assistance. Nevertheless, a key tenet of the overall research suggests there is room for improvement in terms of mentoring and skills development, with the potential for an increase in both the volume and success of young entrepreneurial activities in the region.

Compared to previous generations, today's young entrepreneur is viewed by agency representatives as more aggressive and self-assured, better educated, better informed and more technologically advanced. In addition, young entrepreneurs are more well-educated, and more likely to have taken post-secondary courses on the subject of starting a business, than similarly aged young non-entrepreneurs. Despite these advantages, today's young entrepreneur is also perceived by agency representatives to lack the knowledge and skills required to run a successful business. Agency representatives feel that these young people do not realize the importance of following their business plan, and that they only develop a business plan in order to gain access to capital. Indeed, young entrepreneurs themselves often cite financing as their greatest business need, while at the same time claiming that basic business skills such as management, sales, and business planning are not areas in which they require as much help. The difference of opinion on this issue between young entrepreneurs and officials at lending institutions and government agencies is noteworthy.

Government and financial officials identify a number of standard types of information as essential building blocks for young entrepreneurs to obtain when starting a new business. Information pertaining to developing a business plan, legal matters, human resource management, marketing, research and development, initial financing and general management practices are all viewed as key components when building a business. Centralizing such services and educating potential users as to the existence of this service would facilitate access to this information. Promoting young entrepreneur programs and services through the school system and fully promoting a one-stop approach to information gathering were seen as important areas to be explored. An approach of this sort may greatly benefit the rather substantial population of non-entrepreneurs who have considered opening a business but have yet to do so. Indeed, non-entrepreneurs as a whole are relatively unaware of the various sources of financial and non-financial assistance related to starting a business.

According to officials from government and lending institutions, obtaining access to working capital is also a major challenge young entrepreneurs confront when building their business. In fact, all parties interviewed in this study agree that securing the necessary capital to start-up and maintain a business still presents a problem for young entrepreneurs. For example, $15,000 is reported to be the maximum amount of financing available to young people who wish to start their own business, an amount that is viewed as being insufficient.

As suggested, guidance from a mentor is another topic central to the results of the study. Young entrepreneurs and government officials alike highlight the significant contribution that a mentor can make to the success of a business career. Coupled with the importance of obtaining financing, the suggestion was made by agency representatives that capital programs should include a mandatory training or mentoring component. Young entrepreneurs are quick to seek out information regarding access to capital, however they need to recognize the importance of taking the same initiative when accessing training and skill development programs. Mentoring is generally perceived to have an intrinsic value to an entrepreneur. Ensuring that training and mentorship are mandatory components to accessing funds would ensure young people take the necessary steps to prepare themselves for operating a business.

Although mentoring is an important component in promoting the success of young entrepreneurs, it also presents challenges. Agency representatives recognize the need for mentorship, yet acknowledge that this type of support can be costly and time consuming to the business people involved. Finding the correct mentoring match, as well as identifying business people who would be suitable mentors willing to devote their time and energy, is a hurdle that needs to be overcome.

It is interesting to consider the role of parents and guardians in the mentorship process, especially for parents who are business owners themselves. The vast majority of young people interviewed in this study say their parents have the greatest influence over their career decisions. As evidence of that influence, children of business owners are far more inclined to follow in their parents' footsteps and become business owners themselves. The relationship between a parent and a child when both of them own a business likely goes beyond family bonds and enters the realm of mentorship. While it is acknowledged that not all parents possess the necessary tools and experience to be appropriate mentors, their value as a source of accessible, influential guidance should not be overlooked.

Finally, interviews with non-entrepreneurs uncovered some attitudes that undoubtedly impinge on the likelihood of these individuals ever becoming successful entrepreneurs. Specifically, among young non-entrepreneurs opinions are mixed as to whether or not a successful business can be operated while at the same time protecting the environment. In contrast, young entrepreneurs are nearly unanimous in their belief that both can be simultaneously achieved. On another topic, results indicate that young non-entrepreneurs have concerns over the relative lack of competitiveness of businesses located in Atlantic Canada. If strides are to be made in terms of growing the entrepreneurial base in the region, both of these issues need to be addressed so as to increase the appeal of business ownership on both regional and environmental levels.

Conclusions

Quantitative Research

The conclusions presented in this section were drawn from the results of interviews with young entrepreneurs and young non-entrepreneurs in the quantitative component of the research.

- **The incidence of business ownership among young Atlantic Canadians is consistent with other statistical information from the region.**

  Results from a representative sample of young Atlantic Canadians suggests that fewer than one in ten young people in the region either currently own a business, or have done so in the past. These data are consistent with figures from Statistics Canada that indicate an annual rate of self-employment among 15-29 year olds of between 6.2 and 9.2 percent over the past 20 years.

  Young entrepreneurs operate a wide variety of businesses and tend to open those businesses after they have reached the age of 21. The types of businesses run by young entrepreneurs are varied, with the service sector being the most highly represented.

- **On a comparative basis, those at the upper age limit for young entrepreneurs are better educated than similarly aged non-entrepreneurs and more likely to have taken post-secondary courses on the subject of starting a business.**

  The majority of young entrepreneurs have at least some post-secondary experience while only about four in ten non-entrepreneurs have attained the same level of education. Although entrepreneurs are typically older than non-entrepreneurs, the difference in educational levels remains true even among respondents in the 25-29 year old age bracket. Moreover, of those respondents with at least some post-secondary experience, entrepreneurs are twice as likely as non-entrepreneurs to have taken courses on the subject of starting a business.

- **Not surprisingly, the most appealing aspect of business ownership is related to the independence associated with being your own boss, while financial concerns are the most significant obstacle.**

  When asked the most important reason for starting or owning a business, over one-half of young entrepreneurs say that they enjoy being their own boss, an opinion that is held by an even greater percentage of young non-entrepreneurs.

  On the other hand, young entrepreneurs consider money to be the main obstacle they faced when starting their business, while non-entrepreneurs mention a lack of money as the main obstacle that has **prevented** them from starting a business. Worries about a lack of funding are also prominent in entrepreneurs' decisions concerning business expansion.

- **As would be expected, young entrepreneurs are more knowledgeable regarding both financial and non-financial assistance for starting a business.**

  Concerning sources of financial support for starting a business, entrepreneurs are able to name (unaided) a variety of institutions and programs including banks, development corporations, and various government programs. Importantly, awareness of the Young Entrepreneurs ConneXion Program as a specific source of financial assistance varies dramatically, with entrepreneurs being four times as likely as non-entrepreneurs to have heard of the Young Entrepreneurs ConneXion, or "Seed Capital" Program.

  Results indicate that young entrepreneurs are also aware of more sources of non-financial business assistance than are non-entrepreneurs. Most entrepreneurs interviewed believe young people wishing to start a business can tap into non-financial assistance programs such as mentoring programs, help with business plans, and business counselling. In contrast, very few non-entrepreneurs are aware of any types of non-financial government assistance or government programs available to young people who wish to start their own business. In terms of potential options for support, entrepreneurs place the most emphasis on guidance from a mentor, while non-entrepreneurs lean towards attending courses or student internships.

- **While both young entrepreneurs and non-entrepreneurs alike identify their parents or guardians as having the greatest impact on their career choice, the parents of entrepreneurs are significantly more likely to be business owners themselves.**

  Close to nine in ten respondents interviewed feel that parents or guardians are an important influence on their careers. Other sources of career influence for entrepreneurs include local business people and government programs, whereas non-entrepreneurs are more inclined to mention teachers and instructors. Given the stated importance of parents and guardians, the fact that parents of entrepreneurs tend to be business owners cannot be overlooked.

- **It is clear that the vast majority of young entrepreneurs has relied on the advice of a mentor or experienced business owner in the past and would be willing to do so in the future.**

  It is evident that many of the young entrepreneurs in this study have received training and/or advice in a variety of areas. Receiving advice from a mentor or experienced business owner is the most common form of training undertaken by young entrepreneurs outside of any formal educational training. Guidance from a mentor is clearly valuable to young entrepreneurs as there is much enthusiasm for utilizing such resources in the future if they were available at no cost.

  The primary skills in which young entrepreneurs believe themselves to be lacking are of a somewhat technical nature. E-commerce, exporting and bookkeeping are the top three areas in which entrepreneurs feel they are currently in need of improvement, while more traditional areas such as sales, business planning, and management skills, are mentioned relatively less often.

- **A significant percentage of non-entrepreneurs have aspirations of starting their own business within the next five years.**

  Over half of young non-entrepreneurs interviewed say they are at least somewhat likely to start a business sometime in the future. This view may be somewhat optimistic. A more conservative estimate, which adjusts the stated intentions depending on the strength of the intentions, suggests that one in five non-entrepreneurs will start a business at some point in the future.

  In terms of the timeframe for opening their first business, relatively few young non-entrepreneurs plan to do so in the immediate future (less than two years from now), although a sizeable minority believes they will start a business in the next two to five years.

  Young non-entrepreneurs who have seriously considered becoming business owners report different reasons for not starting a business, compared to those who have not seriously considered becoming business owners. Specifically, those who have not thought about going into business for themselves tend to be uninterested in doing so, while those who have considered becoming business owners are of the opinion that financial concerns have held them back.

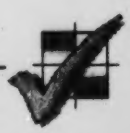
- **For the most part, young non-entrepreneurs have a realistic view of entrepreneurship and a positive outlook regarding business ownership.**

  The vast majority of non-entrepreneurs believe business owners put in more time on a weekly basis than do salaried employees. However, the reward for doing so is perceived to be minimal. While close to one-half of young non-entrepreneurs consider business owners to have more disposable income than salaried employees, the majority are of the opinion that business owners have at most the same amount of disposable income as salaried employees.

  While most employed young non-entrepreneurs are satisfied with their current employment situation, it is interesting to note that the vast majority of non-entrepreneurs interviewed feel that a career as a business owner would be fulfilling. Added to that is the belief on the part of young non-entrepreneurs that they have a business-oriented outlook on life. Together with other information reflecting young non-entrepreneurs' attitudes towards starting a business, it is apparent that there is the potential for growth in entrepreneurship in the region.

- **The college system is recognized as placing the most emphasis on, and doing the best job of, preparing students to be entrepreneurs.**

  Non-entrepreneurs who have been through the college system give positive assessments of the emphasis and quality of courses about teaching students about business ownership. In comparison, the university system, and even more so the high school system, are perceived to be of somewhat lesser quality in terms of preparing students to become business owners.



- **Overall, most non-entrepreneurs support the involvement of the government in assisting youth to start their own business, although relatively few recognize the government's efforts in this regard.**

  Government financial assistance is considered to be a very important source of support for potential business owners. Virtually all non-entrepreneurs interviewed state that the government should give special attention to young people who want to venture into the business world. Indeed, young non-entrepreneurs place government financial assistance ahead of other types of assistance such as business skills training, courses, or business counselling.

  At present, the perception among young non-entrepreneurs is that the government is not doing a very good job of assisting young people who wish to start their own business. Clearly, every effort needs to be made to ensure that the government is seen as offering a helping hand to entrepreneurship in the region rather than a non-entity.

- **Differences in media usage between young entrepreneurs and non-entrepreneurs may provide important avenues for marketing and advertising.**

  Results indicate that listening to the radio is the main media activity among young non-entrepreneurs and entrepreneurs alike. As for differences between the two groups, entrepreneurs are more apt to read daily newspapers and surf the Internet, whereas non-entrepreneurs spend more time watching television.

Qualitative Research

The following conclusions are based on the detailed findings of the one-on-one qualitative interviews with individuals from government agencies and lending institutions.

- **Overall opinion of young entrepreneur programs is generally favourable.**

  Significant improvement has been noticed in the development of programs for young entrepreneurs over the past couple of years. For the most part, participants indicated that there are sufficient programs in place and that these programs should remain in place. Despite these findings, there is a need to better promote these programs and services. In particular, young entrepreneurs are viewed as requiring assistance and guidance in order to access the information they need to begin their business.

- **Financial assistance was viewed as critical, with most suggesting that these programs include mandatory training or mentoring.**

  Although participants acknowledged that there were sufficient financial programs in place, they also pointed to the need for greater attention in the development of business skills and training. Young entrepreneurs are eager to obtain information on how to access capital, although the same degree of perseverance is not evident in terms of accessing training and educational programs.

Thus, while young entrepreneurs are anxious to start their own business, they often lack the fundamental business skills required to maintain and enhance their investment.

Participants believe that young people need to be better equipped with respect to business management skills. Accordingly, there is a need to place greater emphasis on the importance of acquiring these skills among young entrepreneurs, perhaps through mentoring and training programs. Incorporating a mandatory training component as part of the process of accessing capital would be key to ensuring that young entrepreneurs obtain the skills they need to foster the long-term success of their business ventures. Although the importance of mentorship is evident, attracting and maintaining appropriate mentors is a challenge, as it involves a significant commitment on the part of business people. In most cases, mentoring is done on a volunteer basis, although some feel that mentors should be compensated for their time. Clearly, mentorship is an area that requires further investigation.

- **Most believe that youth entrepreneurial programs are not adequately promoted within the school system, and that there is a need for a one-stop information resource for youth interested in starting their own business.**

Overall, the school system is viewed as a means to effectively introduce young people to entrepreneurship and what it entails. The school system (high school, community college and university) is thought to offer an effective venue for creating a general awareness of entrepreneurship as a career option. As such, it provides an ideal opportunity to introduce students to the services and supports available to them, should they decide to pursue a career in this field.

- **Access to capital financing and adhering to their business plans are the two most significant challenges young entrepreneurs face in building their business.**

For the most part, $15,000 was identified as the maximum amount of financing available to young people who wish to start their own business, with many participants considering this an insufficient amount of capital to start a business. At this point in their careers young entrepreneurs have little or no capital of their own as an investment and traditional lending institutions are reluctant to approve funding they require to obtain working capital. Additionally, young entrepreneurs who successfully obtain working capital often times do not realize the importance of following their business plan until they are faced with financial difficulties.

Recommendations

The following recommendations are obtained from analysis of interviews with young entrepreneurs and young non-entrepreneurs, as well as from one-on-one interviews with individuals from government agencies and lending institutions.

1. **A marketing campaign should be developed and directed at youth in the region to appropriately position business ownership as a viable option for young people.**

   It is apparent that a majority of non-entrepreneurs are favourably disposed to starting their own business. Indeed, over half of young non–entrepreneurs indicated an interest in starting their own businesses, the majority saying they would do so within the next five years. The development of a marketing campaign should be directed at multi-audiences including the targeted youth segments, the general public and parents. Entrepreneurship as a career choice needs to be promoted using role models of successful young entrepreneurs to appropriately position this alternative to youth. This campaign must be designed to incorporate key messages, such as the benefits associated with owning a business and, perhaps most importantly, should have a call to action that is measurable.

2. **New channel strategies should be developed in terms of reaching the target audience.**

   It is clear that there is a significantly higher likelihood among young entrepreneurs than non-entrepreneurs to have parents who own their own businesses. With this in mind, owners of small businesses should be considered a prime target in terms of any communication strategy directed at potential young entrepreneurs. Small business organizations such as the Canadian Federation of Independent Businesses or the local Boards of Trade and Chambers of Commerce provide access to their members through their own publications, as well as making mailing lists available for direct marketing purposes. Another potential channel would be through cooperative marketing activities with the Community Colleges that are already well recognized as providing practical programming for those interested in starting their own businesses.

3. **A clearing-house approach should be considered in terms of directing potential young entrepreneurs to the financial and non-financial sources of assistance available by providing a one-stop information resource to this target market.**

   Given the variety of programs currently available to young entrepreneurs, both financial and non-financial, it would be beneficial to have a single source of information available to potential young entrepreneurs. A central clearing-house with an up-to-date database of all the relevant programs would simplify the process of obtaining the appropriate information for those interested in exploring the possibilities of starting their own business. A multi-channel contact strategy should be employed in this regard using not only a toll-free telephone number, but also a web-based option, perhaps with links to other relevant information sites.

4. **Consideration should be given to a branded approach to programs for young entrepreneurs.**

   In keeping with the clearing-house approach to information dissemination, it would likely be advantageous to develop a brand for youth entrepreneurship. Just as "Participaction" created a brand for encouraging Canadians to become more physically fit, a similar approach to youth entrepreneurship would serve to heighten both the awareness and perhaps appeal of young Atlantic Canadians starting their own businesses. This might also assist in providing greater recognition for the government's efforts in developing entrepreneurship within the region.

5. **Financial assistance programs should incorporate a mandatory training program to ensure young entrepreneurs acquire the fundamental business skills to successfully manage their business venture.**

   The research indicates that most young entrepreneurs lack the necessary business skills to build their businesses. Often young entrepreneurs fail to appreciate the importance of having a business plan, and actually following such a plan. One potential approach is to this problem is to develop a funding matrix that has different conditions for each level of funding. Thus, a higher level of funding would entail even greater training requirements. As well, the need and desire for mentorship is evident among young entrepreneurs. At the highest funding levels, the assignment of a mentor could be one of the key conditions associated with the funding.

6. **Continued efforts should be directed at introducing youth to entrepreneurship through the public school system.**

   There is little question that there is insufficient exposure in the public school system to entrepreneurship as an alternative. Clearly, programs such as Junior Achievement are introducing students to entrepreneurship, although on a limited basis. The ideal solution is to have entrepreneurship offered as part of all schools' curriculum. This is a long-term initiative. In contrast, other shorter-term solutions may be more viable. In-school campaigns using marketing and promotion materials such as posters and videos may be one approach worth considering. A special "Youth Entrepreneur Day" at high schools, featuring successful young entrepreneurs as guest speakers could also be considered. Most school boards have business curriculum specialists that might be approached in this regard. Another potential way of introducing students to starting their own businesses would be to sponsor a "business-simulation" competition. Such a competition could be undertaken on a province-wide basis initially, followed by a regional championship with provincial winners.

7. **The development of a mentorship program for young entrepreneurs should be considered an important priority within the region.**

   Evidence suggests that the single most useful training or advice received by young entrepreneurs is guidance from a mentor, and virtually all young entrepreneurs would make use of a mentor again, given the opportunity. For many young entrepreneurs, their parents own their own businesses and act in a mentorship capacity almost by osmosis. Recruitment of appropriate mentors is clearly a challenge, due primarily to the time commitments required from mentors who typically have demanding enough schedules as it is. Nevertheless, given the importance of mentors to

successful entrepreneurship, a process should be put in place to recruit potential mentors, with the development of a database of potential mentors being a key component of the process.

Statistical Data Review of Young Entrepreneurship

Entrepreneurship has been part of ACOA's strategic priorities since the Agency's inception in 1988. Beginning in 1991, the Agency began to develop its policy on entrepreneurship in detail. The resulting approach for entrepreneurial development focused on youth, women and the education system. Over the past decade, ACOA has partnered with provincial government departments, community economic development agencies, business organizations and others to increase the growth and sustainability of entrepreneurship in Atlantic Canada.

This section examines trends in entrepreneurship in Atlantic Canada over the past decade. The analysis is based on self-employment data from the 1991 and 1996 Census of Canada and Statistics Canada's Labour Force Survey data. The statistical characteristics of these two data sources provide different measures of youth entrepreneurship from a labour market perspective. The analysis examines those population groups that ACOA and its partners have concentrated upon in its development efforts.

The Census estimates are based on the labour market characteristics of the young entrepreneur during a single point in time preceding the Census. For the analysis presented here, data are based on monthly activity from May 1991 and May 1996. The data are not seasonally adjusted to reflect the time of year when the data were collected and are subject to seasonal variability. The Census estimates are based on the entire Canadian population, and contain a vast amount of detailed information, although these data are now somewhat dated.

The annual Labour Market Survey data are based on seasonally adjusted estimates of labour market activity, using a sampling methodological approach. The data are collected monthly and adjusted to provide annual averages. These data provide a good perspective on the trends in the labour force but do not include the same level of detail or accuracy as the Census.

Overall Growth in Self-Employment

The growth in youth entrepreneurship in Atlantic Canada over the past 20 years follows a wave-like trend, mirroring the periods of strength and weakness in both the regional and national economies. Annual labour force data from Statistics Canada since 1980 indicates that the percentage of self-employed persons 15-29 years of age in the employed labour force in Atlantic Canada peaked at 9.2 percent in 1996 and by 2000 had subsequently declined by close to one-third to 6.2 percent. (This figure is consistent with the incidence of young Atlantic Canadian entrepreneurs as measured in the current study.) National rates followed a similar but dramatic decline, peaking in 1997 at 8.3 percent and declining in 2000 to 6.6 percent.

Data from the 2000 Labour Force Survey indicate that Nova Scotia has the greatest number of young entrepreneurs in Atlantic Canada, followed by New Brunswick. Most young entrepreneurs, regardless of gender or region, are in the 25-29 year age group. It is interesting to note, however, that the number of young entrepreneurs in the 15-19 year age group generally exceeds the number of 20-24 year old entrepreneurs. The reasons for this are not immediately apparent but could relate to the overall size of each age group, the educational status of these entrepreneurs or the variation in the labour force estimates.

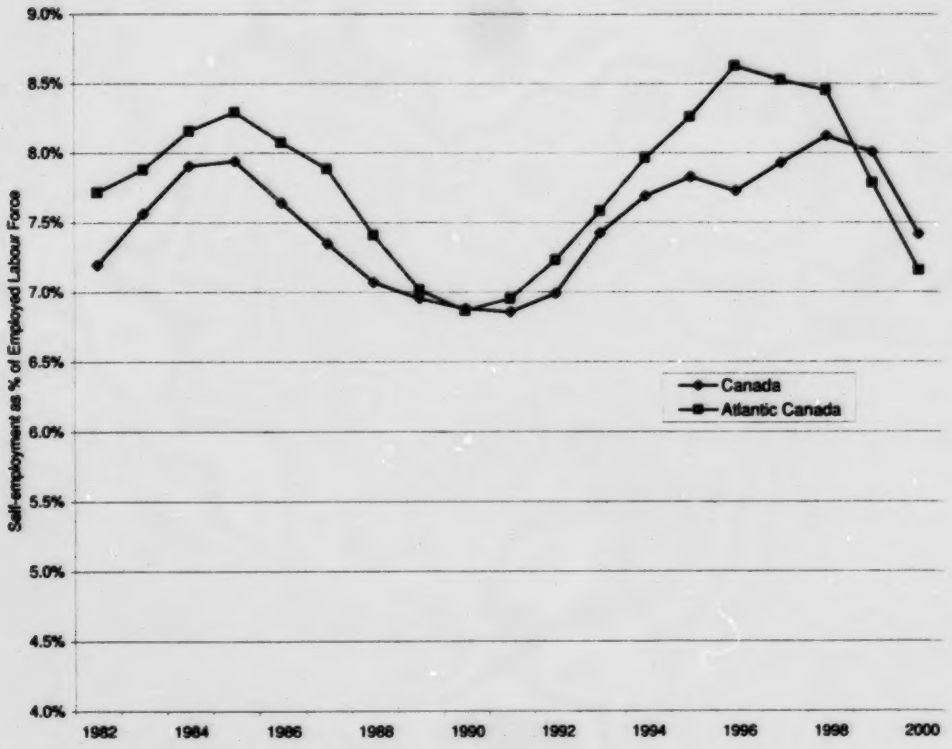
According to the Labour Force Survey, the number of self-employed youth in Atlantic Canada has declined more than 35 percent from the peak level in 1980 and has generally been diminishing, in absolute numbers, since the early 1980s. Of course, the decline in the absolute number of self-employed youth is largely a reflection of the overall decrease in the number of 15-29 year olds, self-employed or otherwise, in Atlantic Canada.

Moreover, the proportion of self-employed youth in the Atlantic Canada employed labour force for 2000 is marginally lower than the previous low point of the past 20 years, at 6.6 percent, established in 1989. The labour force data reveal that youth self-employment, in absolute terms, has been declining over the past 20 years at the national, regional and provincial levels. As noted, this trend is not surprising, given the overall decline in the population for this age group.

The trend in each Atlantic province generally follows the regional trend over the past decade, with slight variations. In contrast to the three Maritime Provinces, the proportion of self-employed youth amongst all employed youth in Newfoundland increased between 1999 and 2000 from 6.2 percent to 7.3 percent. This increase results from an increase in the number of self-employed youth; in each of the Maritime Provinces, the number of self-employed youth declined between 1999 and 2000, as reported in the Labour Force Survey.

The following chart indicates the change in the rate of self-employment amongst *employed* youth 15-29 years of age at both the national and Atlantic Canada levels. The trends shown in the chart are based on a three-year moving average of each data set; this statistical analysis technique is designed to remove any short-term fluctuations in the data.

Chart 1: Trends in the Rate of Youth Self-employment, 1982-2000[1]



Source: Statistics Canada Labour Force Survey, 1982-2000

Changes in the rate of youth self-employment are influenced by several factors and these are likely all at play in the data described here. These include:

- Awareness of self-employment as a career option;
- Financial barriers to starting a business, particularly access to capital, credit history and interest rates;
- Alternatives to self-employment, particularly paid employment in a growing economy; and
- Management skills and other expertise needed to start and operate a small business successfully.

Recent analysis of the decline of self-employment, reflected in the Labour Force Statistics, suggests that the strong economic growth of the national economy during the latter half of the 1990s has provided an attractive alternative to self-employment for youth and other age groups. Employment opportunities in the business service sector, including information and communications technology

[1] Shown as a proportion of employed youth in the labour force.

(ICT), have exceeded the supply of labour in some jurisdictions. Moreover, employment in the ICT sector provided considerable financial benefits to employees that may have been more attractive than self-employment.

Census Perspectives

According to Census results over the period 1991-96, overall rates of growth for self-employment in the Atlantic Provinces under-performed the national growth rate by almost one-third. The rate for New Brunswick was within 10 percent of the national rate; Nova Scotia growth was 84 percent of the national rate. The growth in the self-employed labour force in Newfoundland and Prince Edward Island fell well below national and regional rates of growth. During this time period, both these provinces had very high unemployment rates, reflecting generally poor economic conditions; the average annual unemployment rate from the Labour Force Survey for these provinces was 19.4 percent and 16.6 percent, respectively.

Table 1: Growth in the Self-Employed Labour Force, Aged 15 and Older, 1991-96

			Growth
Canada	1,405,760	1,802,360	28.2
Atlantic Canada	83,785	99,855	19.2
NF	17,685	18,475	4.5
NS	34,295	42,415	23.7
PE	7,810	8,785	12.5
NB	23,990	30,175	25.8

Source: Statistics Canada 1991 and 1996 Census

Age Group Comparisons

This report focuses on youth self-employment, an area of special interest for ACOA and its development partners. During the past decade, the Agency has made considerable efforts to address entrepreneurship from a development or long-term perspective by concentrating on increasing awareness of entrepreneurship as a career option through cooperation with the educational system in the region.

These efforts have encouraged the inclusion of entrepreneurship programs in the curriculum, special pilot projects and model programs, and funding for initiatives such as the Centre for Entrepreneurship Education and Development in Nova Scotia.

According to the 1991 and 1996 Census results shown in Table 2, the proportion of the labour force reporting self-employment in Atlantic Canada was consistently less than the national rate in all age groups for both time periods.

In general, the self-employment rate increases by age group with the greatest proportion of entrepreneurs being in the 45-60 year age group. As the following table indicates, self-employment is lowest amongst the 15-29 year age group. The rate for this group was less than half that for both the 30-44 and 45-60 age groups during both Census periods. This should not be surprising, as self-employment is cumulative and, according to other research, is most likely to occur amongst persons at their late 30s and early 40s age.

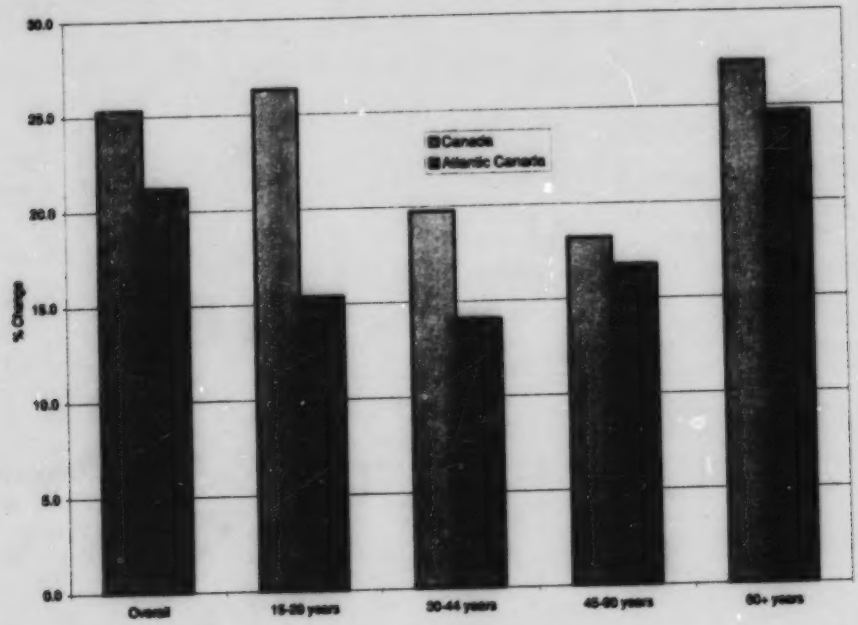
Table 2: Share of Self-Employment as a Percentage of the Labour Force by Age Groups, 1991-1996

	[illegible]		[illegible]		[illegible]	
	1991	1996	1991	1996	1991	1996
Canada	3.6	4.5	10.5	12.6	13.6	16.1
Atlantic Canada	2.9	3.3	8.0	9.1	10.9	12.7

Source: Statistics Canada 1991 and 1996 Census

In spite of strong growth rates between 1991 and 1996, Census results presented in the following chart indicate that growth in the share of self-employment in the Atlantic Canada labour force lagged behind that of Canada as a whole between 1991 and 1996. At the national level, the share of entrepreneurs aged 15-29 in the labour force grew by more than 25 percent over the five-year period. However, growth in this share in Atlantic Canada amongst this age group, while a substantial 15 percent, under-performed national growth rates by 41 percent. It should be noted that while *the number* of young entrepreneurs in Atlantic Canada actually declined over this 1991-96 period, the *share* of young entrepreneurs as a percentage of the labour force in the region actually increased.

Chart 2: Growth in the Share of Self-Employment as a Percentage of the Labour Force by Age Group, 1991-96



Source: Statistics Canada 1991 and 1996 Census

The following table presents the change in the share of self-employment by age group over the 1991-96 period for Canada, Atlantic Canada and each Atlantic province. Nova Scotia was the strongest performer amongst the four Atlantic Provinces, followed by New Brunswick. According to the Census data, PEI actually experienced a decline in youth self-employment during this period.

Table 3: Growth in the share of Self-Employment as a Percentage of the Labour Force by Age Group and Area, 1991-96

Canada	25.3	26.3	19.7	18.2
Atlantic Canada	21.2	15.4	14.1	16.7
NF	13.4	2.5	10.3	10.9
NS	26.1	26.8	17.2	19.4
PE	8.5	-4.7	1.0	13.7
NB	22.9	17.2	15.5	17.8

Source: Statistics Canada 1991 and 1996 Census

Gender Comparisons

Self-employment has historically been perceived as being characteristically a male domain. However, the Census results confirm a widely held perception of a significant growth in female self-employment over the 1991-96 period amongst young entrepreneurs aged 15-29 years. The following table presents the number of young male and female entrepreneurs in Atlantic Canada and by province in 1991 and 1996.

Table 4: Youth Self-Employed Labour Force Aged 15-29 by Gender, 1991-96

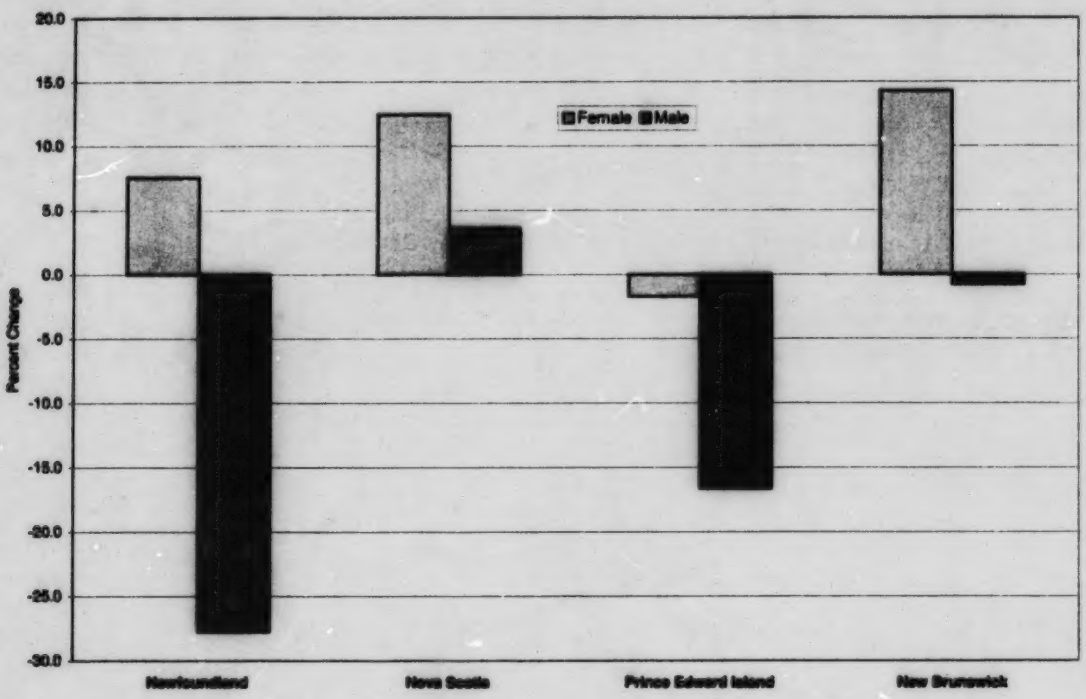
	Males			
	1991	1996		
Atlantic Canada	7,515	6,880	3,410	3,785
NF	2,180	1,575	595	640
NS	2,780	2,880	1,405	1,580
PE	660	550	290	285
NB	1,890	1,875	1,120	1,280

Source: Statistics Canada 1991 and 1996 Census

The overall number of self-employed youth in Atlantic Canada has declined over the period 1991 to 1996, although the overwhelming majority of the decline has been among young males. It is still the case however that among self-employed youth in the region, males outnumber females by nearly a 2 to 1 margin.

In all jurisdictions, the growth in the number of females who were self-employed exceeded by a substantial margin the growth in the number of self-employed males. At the national level, female self-employment grew by 30.6 percent compared to 2.8 percent for males; comparable rates in Atlantic Canada were 11.0 percent and a decline of 8.4 percent respectively. The following chart shows the changes in male and female self-employment by province for young entrepreneurs.

Chart 3: Changes in the Number of Self-employed Youth Aged 15-29 by Gender, 1991-96



The change in Newfoundland over the period stands out. The number of self-employed females amongst youth increased by 7.6 percent while male self-employment declined 27.8 percent. In each province, the growth rate of female self-employment exceeded that for male self-employment by a significant amount.

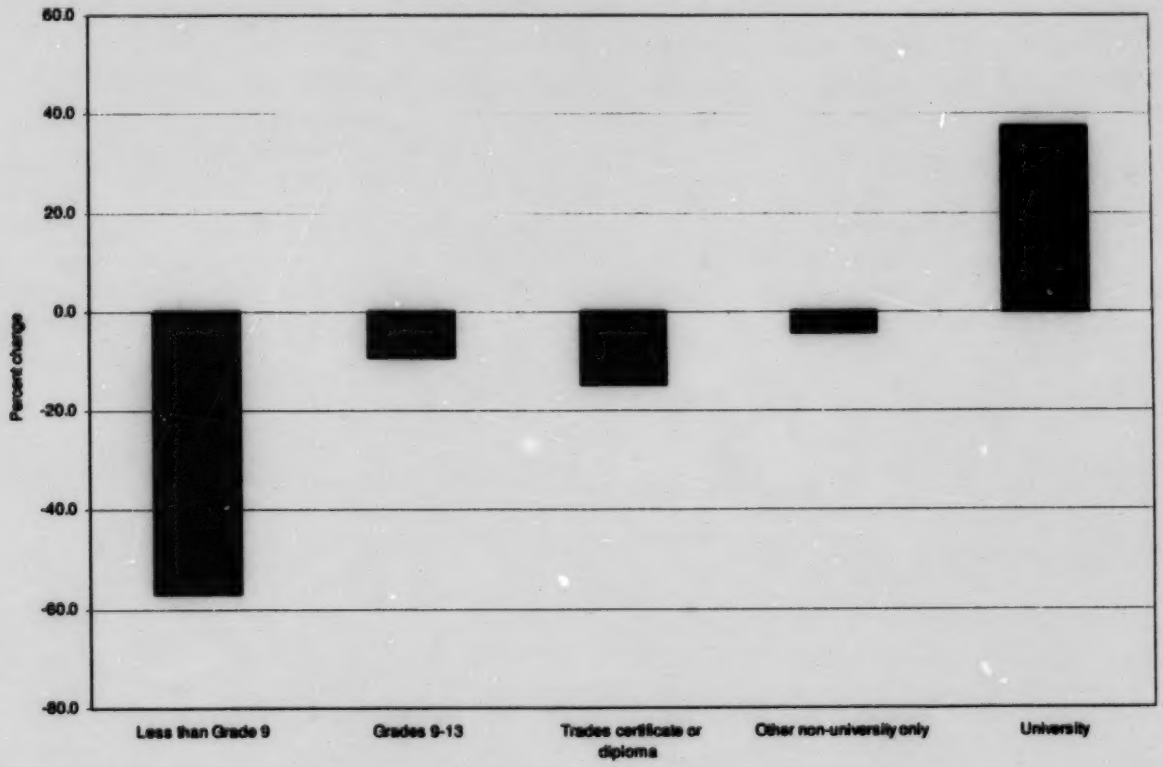
Although the growth of self-employment for females during the early 1990s was significant, it should be noted that by 1996, the proportion of the youth female labour force that was self-employed in Atlantic Canada — 1.9 percent of females aged 15-29 in the labour market — was well below the national proportion of 2.4 percent.

Education Attainment Comparisons

Labour market analyses for many years have consistently shown the important positive relationship between education and employment. The Census results reveal a strong correlation between educational attainment and self-employment, with the strongest growth in entrepreneurship occurring amongst those young entrepreneurs with a university education. (As reported below, results from the current study indicate that entrepreneurs are more likely than non-entrepreneurs to have attended a post-secondary institution.)

The influence of education is clear in the next chart showing the growth in self-employment by level of education in Atlantic Canada. Data from the 1991 and 1996 Census indicate that the number of entrepreneurs with less than a grade 9 education declined by 72.5 percent between 1991 and 1996 in Newfoundland; this finding may represent a shift in employment status or a withdrawal from the labour force. The provinces of Prince Edward Island, New Brunswick and Nova Scotia experienced declines in entrepreneurship amongst those with low levels of educational attainment, albeit at a significantly lower level than Newfoundland.

Chart 4: Growth in Youth Self-employment by Education in Atlantic Canada, 1991-96



Industry Sector Comparisons

The traditional importance of the goods-producing sector in the Atlantic Canada economy has eroded over the past several decades, to be replaced by the increasing importance of the service sector. This trend suggests that this goods-producing sector may have declined in relative importance as a source of entrepreneurship amongst the region's youth. Results from the young entrepreneurs interviewed in this study mirror this assumption. More specifically, despite potential differences in job classification, it appears that young entrepreneurs interviewed in this study are far more likely to operate businesses in the service sector, especially non-professional services, compared to businesses in "goods-related" sectors.

In reviewing the data for the changes in youth entrepreneurship by industrial sector, it is important to recognize the significant decrease in the overall size of the population aged 15-29. This age group declined by close to 65 thousand persons over the five year period from 1991-96. Self-employment in this age group declined by 2.2 percent — a total of 245 persons.

Data from the 1991 and 1996 Census indicate that the attractiveness of the goods-producing sector has declined as a source of youth entrepreneurship. At the same time, the service sector has increased its level of importance, experiencing strong growth over the five-year period. At the national level, the number of young entrepreneurs active in the goods-producing sector declined by 12.8 percent while increasing by 26.8 percent in the service sector.

At the Atlantic Canada level, the number of youth active in the service sector grew from 5,850 persons to 7,005 persons, an increase of 19.7 percent. The goods-producing sector declined from 5,065 to 3,665 persons — 27.6 percent over the same period.

The analysis of the changes in data at the industry, provincial and gender levels reveals regional shifts in economic activity as well as important growth in the number of female entrepreneurs. The greatest decline in youth entrepreneurship at the Atlantic regional level occurred in the fish harvesting industry; self-employed youth in this industry declined by 1,055 persons or 37.9 percent between 1991 and 1996. In Newfoundland, self-employment in this industry declined by 785 persons or 49.4 percent.

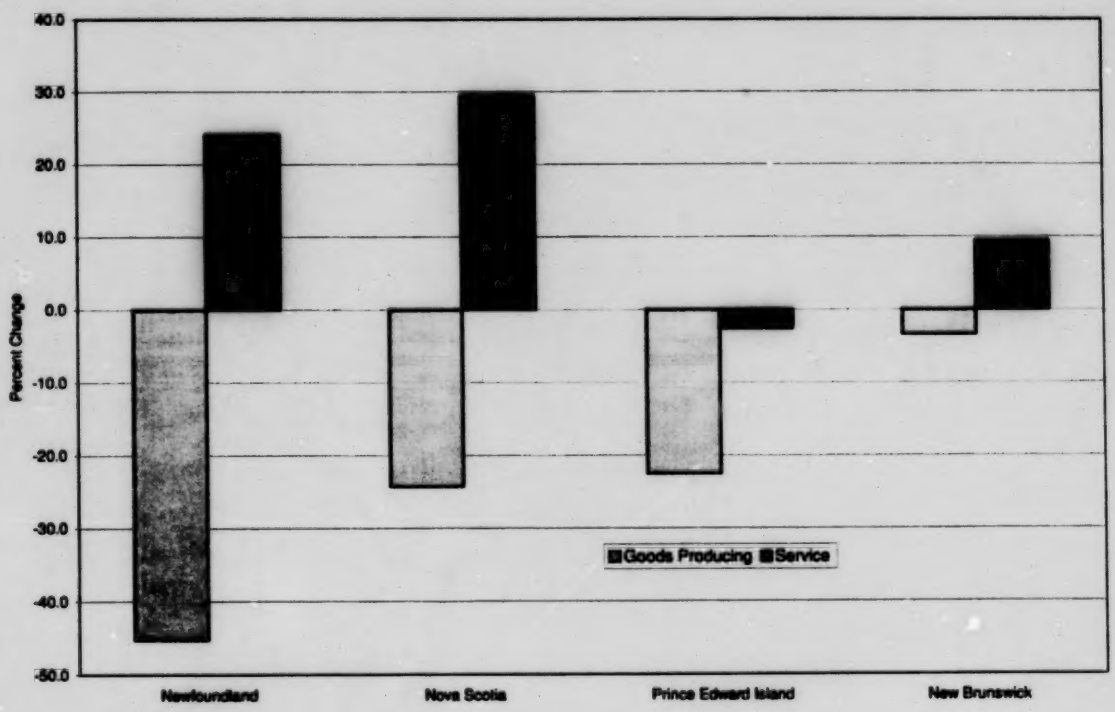
Youth self-employment in agriculture declined 39.8 percent; the effects mainly occurred in the three Maritime Provinces, with the greatest declines in Nova Scotia. Youth self-employment in agriculture declined 54.1 percent (165 persons). Other significant rates of decline took place in the construction industry (15.9 percent) and the finance and insurance industries (25 percent).

The three areas of strongest growth in youth self-employment were in the real estate industry, educational services industry, and health and social services industry. These industries experienced growth rates of 200 percent, 100 percent and 65.5 percent, respectively. However, the number of young entrepreneurs involved in the industry is modest: 165, 140 and 275, respectively for each industry. Business services industries grew by 29.2 percent (165 persons) over the five-year period.

Youth self-employment declined by 4.5 percent in the communication and utilities industry. However, the number of female entrepreneurs increased by 40 percent while male self-employment declined by 17.6 percent. This shift is likely the result of structural shifts within the industry; there are no clear differences in growth by province.

The following chart indicates the sectoral growth of the number of self-employed persons in the labour force aged 15-29 in each Atlantic Province over the 1991-96 period. The decline in self-employment in the goods-producing sector in Newfoundland is likely a reflection of the decline in the fishery during the early 1990s; the growth rate of 24.1 percent in the number of self-employed in the service sector may reflect a shift away from goods-producing industries to the service sector.

Chart 5: Growth in Youth Self-employment by Sector and Province, 1991-96



Summary

The relatively small size of the youth entrepreneurship sector in Atlantic Canada makes it somewhat problematic to develop a definitive statistical profile of the self-employed population aged 15-29. There are clear patterns in the population, however, and these are reflected in the following list of characteristics of young entrepreneurs. The data refer to young entrepreneurs in Atlantic Canada unless otherwise noted.

- Young entrepreneurs are concentrated at the upper end of the 15-29 age group; 64 percent of young entrepreneurs are in the 25-29 age group while only 11 percent are in the 15-19 group.
- Young entrepreneurs are more likely to be males than females: males outnumbered females by 2-1 in 1996 although the incidence of entrepreneurship amongst young females is growing.
- Young entrepreneurs mainly live in Nova Scotia: this province accounted for 42 percent of the region's young entrepreneurs.
- The proportion of youth entrepreneurship relative to the entire population aged 15-29 was greatest in Nova Scotia and Prince Edward Island while both New Brunswick and Newfoundland had disproportionately fewer young entrepreneurs.

- The service sector as a whole is more popular than the goods-producing sector for young entrepreneurs; two-thirds of young entrepreneurs in Atlantic Canada have their business in the service sector. This level of service sector self-employment lags behind the 78 percent rate of service sector youth self-employment at the national level.

- At the individual industry level, the fishing (and trapping) industry remained the most popular industry for youth self-employment in Atlantic Canada in 1996, with 1,530 young entrepreneurs. Retail trade and the construction industry ranked as the second and third most-popular industries with 905 and 865 self-employed youth, respectively.

- Although it may be that some young entrepreneurs have not finished their formal education, Census data indicate that educational attainment levels influence youth entrepreneurship. Most young entrepreneurs in Atlantic Canada — 34 percent in 1996 — have an education level of Grade 9-13; 31 percent have a university education.

Detailed Analysis

Detailed Analysis of the Quantitative Research

This section of the report will provide the detailed results of the quantitative portion of the research consisting of interviews with a sample of young entrepreneurs and young non-entrepreneurs.

A central focus of this research was to examine current attitudes towards various business endeavours of young entrepreneurs, opinions of non-entrepreneurs on a number of business-related issues, as well as noting similarities and differences between the two groups of respondents. At this point, it is important to mention that the majority of young entrepreneurs interviewed in this study were identified through business development agencies and corporations in the Atlantic region. As a result, views of young entrepreneurs on various issues (e.g., awareness of funding sources and assistance) may reflect this sampling technique.

Only those descriptive variables that are determined to be of marked importance will be highlighted throughout the detailed analysis. In all instances, references will be made to the detailed tabular results included in Appendices B and C of this report.

Comparisons Between Entrepreneurs and Non-entrepreneurs

In this section of the report, comparisons are drawn between entrepreneurs and non-entrepreneurs with respect to issues asked of both groups. The main issues involved in comparing the two groups of respondents include educational experience, opinions regarding business start-ups, and general information pertaining to the two groups. It should be noted that, within the age group sampled, entrepreneurs tend to be older (64% are 25-29 years of age) than non-entrepreneurs (only 33% are 25-29 years of age). Similarly, while non-entrepreneurs are equally distributed across gender, male entrepreneurs outnumber female entrepreneurs by nearly a 2 to 1 margin. Differences in the age and gender demographics of the two samples may have ramifications for the overall opinions discussed in this report. In order to address this concern, comparisons between entrepreneurs and non-entrepreneurs are made within certain age groups (e.g., 25-29) or gender (e.g., male).

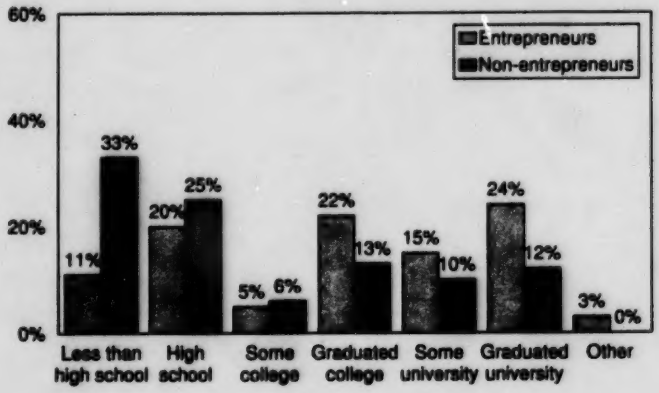
Educational Background

On a comparative basis, those at the upper age limit for young entrepreneurs are better educated than non-entrepreneurs, and are more likely to have taken post-secondary courses on the subject of starting a business.

Although a larger proportion of the young entrepreneurs are from older age brackets, it is nonetheless evident that entrepreneurs are more well-educated than non-entrepreneurs. Overall, 33 percent of young non-entrepreneurs have less than a high-school education, 25 percent are high school graduates, 19 percent have attended college, and 22 percent have attended university. In contrast, for young entrepreneurs, 11 percent have less than a high school education, 20 percent are high school graduates, 27 percent have attended college, and 39 percent have attended university. Educational differences between the two groups persist even when age differences in the samples are taken into account. Among non-entrepreneurs aged 25-29 (N=262), 38 percent have a high school education or less,

27 percent have attended college, and 32 percent have attended university. Again however, among entrepreneurs aged 25-29 (N=375), 24 percent have a high school education or less, 29 percent have attended college, and 44 percent have attended university. Thus, even for those respondents in the highest age group interviewed, entrepreneurs have stronger educational backgrounds, especially at the university level. Of interest, across the four Atlantic Provinces there is little variation in educational background among young non-entrepreneurs, although young entrepreneurs in Nova Scotia have more university experience than entrepreneurs in other Atlantic Provinces. Among young entrepreneurs, gender also plays an important role as female entrepreneurs report higher levels of education than male entrepreneurs. (Appendix B, Table 15; Appendix C, Table 22a)

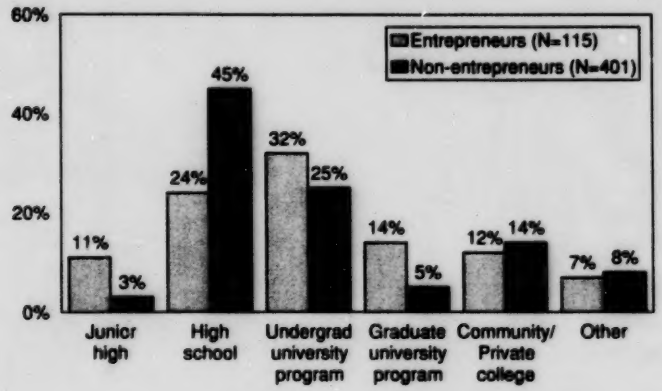
Highest Level of Education Completed



Concerning current schooling, it is not surprising that entrepreneurs (20%) are less inclined than non-entrepreneurs (50%) to be attending an educational institution at the present time, at least on a part-time basis. This finding is generally consistent across the various age groups. For example, more 20-24 year old non-entrepreneurs (46%) are currently enrolled in school than 20-24 year old entrepreneurs (25%). In addition, results indicate that Francophones are less likely than Anglophones to be enrolled in school at present, and this is true for both entrepreneurs and non-entrepreneurs. (Appendix B, Table 16; Appendix C, Table 22b)

Of those respondents currently attending school at least part-time, non-entrepreneurs (N=401) are most likely to be attending high school (45%), with many also currently enrolled in university programs (30%). In contrast, entrepreneurs (N=115) currently in school are most likely attending a university program (46%), while fewer entrepreneurs are still in high school (24%). (Appendix B, Table 17h; Appendix C, Table 23)

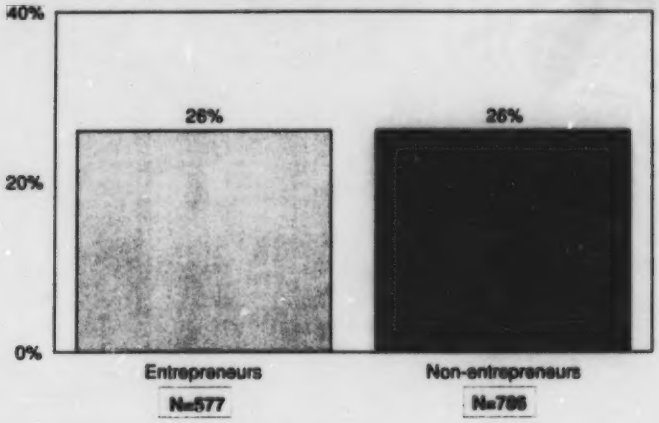
Current Educational Attendance
(Among those currently enrolled at least part-time)



In order to assess the contribution of educational courses to starting a business, both groups of respondents were asked to rate the quality of the courses taken in school on the subject of starting a business. Results indicate that entrepreneurs (N=577) and non-entrepreneurs (N=786) with at least some high school experience are equally likely to have taken a high school course about starting a business. In particular, one-quarter of entrepreneurs and non-entrepreneurs participated in such a course in high school. Throughout the region, Newfoundlanders (entrepreneurs and non-entrepreneurs alike) are more likely than residents of other Atlantic Provinces to have taken high school courses on the subject of starting a business. Also, Anglophones are more likely than Francophones to have taken courses in high school on the topic of starting a business, especially in the case of non-entrepreneurs. As for gender, male entrepreneurs are more apt than female entrepreneurs to take high school courses about starting a business, although gender has little influence among non-entrepreneurs. Of special note, younger non-entrepreneurs and entrepreneurs (aged 15-24) are far more likely than older respondents (aged 25-29) to have taken business start-up courses in high school, which reflects recent changes in the availability of such courses at the high school level. (Appendix B, Table 19; Appendix C, Tables 28, 29)

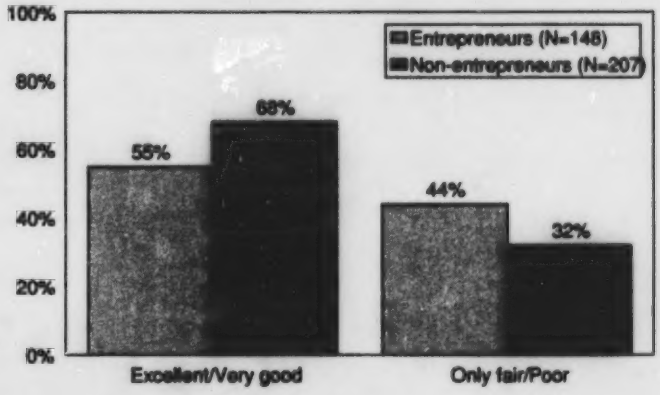
Did You Take High School Courses About Starting a Business

(% Yes, out of all respondents with at least some high school experience)



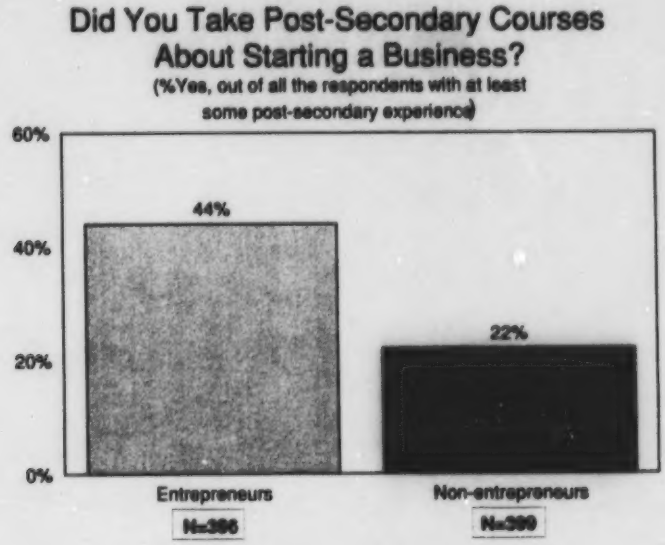
Of interest, ratings of the quality of high school courses about starting a business are slightly higher for non-entrepreneurs compared to entrepreneurs. Seven in ten non-entrepreneurs report the high school courses they have taken about starting a business to be either excellent or very good, while just over five in ten entrepreneurs hold the same opinion of their high school courses on the subject of business start-ups. Opinions on this topic were generally consistent across the population, although female entrepreneurs offer a more positive assessment than male entrepreneurs concerning the quality of high school courses taken about starting a business. (Appendix B, Table 20; Appendix C, Table 30)

Quality of High School Courses About Starting a Business



At the post-secondary level, differences do emerge between the two populations of respondents in terms of the percentage who have taken courses about starting a business. Of note, entrepreneurs with at least some post secondary experience (N=396) are twice as likely as non-entrepreneurs (N=399) to have taken a post-secondary course on the subject of starting a business (44% vs.

22%, respectively). Regionally, results again show that entrepreneurs and non-entrepreneurs residing in Newfoundland are more likely than other residents to have taken a course after high school on the topic of starting a business. (Appendix B, Table 21; Appendix C, Tables, 31, 32)



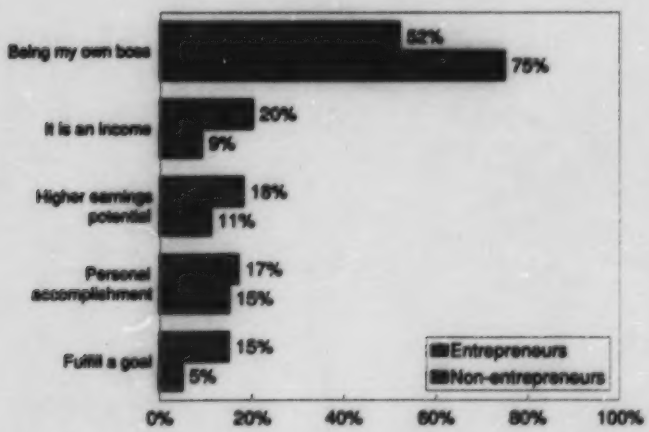
Perceived quality of post-secondary courses pertaining to starting a business is again marginally higher for non-entrepreneurs compared to entrepreneurs. Results demonstrate that the vast majority of non-entrepreneurs taking such courses (N=86) say those courses were either excellent (15%) or very good (66%) in quality, while few feel that the courses were only fair (17%) or poor (2%). In contrast, seven in ten entrepreneurs taking post-secondary courses about starting a business (N=174) report the quality of those courses to be either excellent (16%) or very good (55%), while the remaining respondents say the courses were only fair (22%) or poor (8%). (Appendix B, Table 22; Appendix C, Table 33)

Opinions Regarding Business Start-ups

Not surprisingly, the most appealing aspect of business ownership is related to the independence associated with being your own boss, while financial concerns are the most significant obstacle.

Entrepreneurs and non-entrepreneurs were also asked to comment on a variety of issues relating to the creation and maintenance of a business in Atlantic Canada. As for the reasons behind starting a business, the two groups of respondents are fairly similar in terms of outlook. When asked the most important reason for starting or owning a business, entrepreneurs are most inclined to say that they enjoy being their own boss (52%). Other common reasons given by entrepreneurs for starting a business include the fact that it is a source of income (20%), has higher earnings potential (18%), is a personal accomplishment (17%), and fulfills a goal (15%). Among the demographic subgroups, Francophones and older entrepreneurs (aged 20-29) are more inclined than other respondents to report "being my own boss" as the main reason for starting a business. (Appendix B, Table 14)

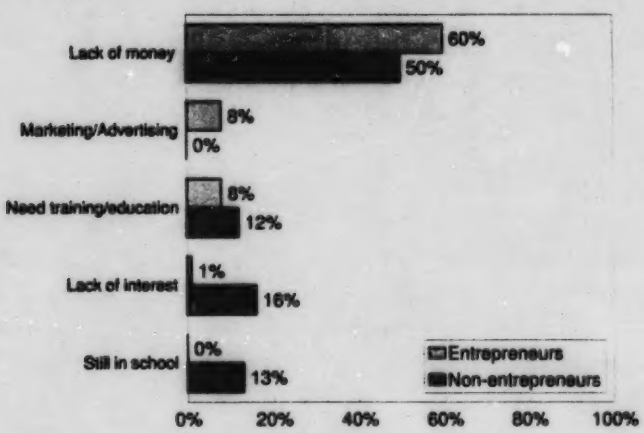
Most Important Reasons for Starting or Owning a Business



Non-entrepreneurs were similarly asked what the most appealing aspect **would be** about owning their own business. In line with the entrepreneurs, results show that the vast majority of non-entrepreneurs would enjoy the perceived independence that goes with being their own boss (75%). Indeed, feelings on this issue are even stronger among non-entrepreneurs than entrepreneurs. On the other hand, non-entrepreneurs are generally less inclined to mention secondary reasons such as a business being a source of income (9%) or fulfilling a goal (5%). Opinions on this topic show little variation across the demographic subgroups. (Appendix C, Table 14b)

In terms of perceived obstacles to starting a business, it is apparent that financial concerns are at the forefront. For entrepreneurs, the main obstacle faced when starting a business is, by far, a lack of money (60%). In fact, no other single reason is mentioned by as many as 10 percent of entrepreneurs. Likewise, non-entrepreneurs also cite a lack of money (50%) as the main obstacle that has **prevented** them from starting a business. Of interest, non-entrepreneurs are more inclined than entrepreneurs to mention lack of interest (16%) and enrollment in school (13%) as reasons preventing them from starting a business. It is interesting to note that for both entrepreneurs and non-entrepreneurs, Anglophones are predominantly concerned with a lack of money when asked to identify obstacles to starting a business. While many Francophones cite a lack of money as an obstacle, a substantial minority of Francophone entrepreneurs also mention marketing/advertising. Moreover, Francophone non-entrepreneurs tend to identify a lack of interest as the main reason, after money, preventing them from starting a business. (Appendix B, Table 29; Appendix C, Table 8b)

Main Obstacles to Starting a Business



It is interesting to note differences in opinion between young entrepreneurs on the one hand, and officials from government agencies and lending institutions interviewed in the qualitative phase of the research on the other. According to results from the qualitative research, people face two major hurdles when starting a business: financing and business training. While young entrepreneurs clearly recognize the challenge of obtaining the necessary capital to start a business, it appears that they may underestimate the importance of basic business skills to entrepreneurial success.

Support for Business Start-Ups

As would be expected, young entrepreneurs are more knowledgeable regarding both financial and non-financial assistance for starting a business.

Given the importance of support in starting a business, especially among young entrepreneurs, respondents were queried as to their knowledge of sources of available assistance, both financial and non-financial.

Concerning sources of financial support for starting a business, entrepreneurs are most likely to name banks and financial institutions (38%) as a place where young people can get financial assistance for starting a business. Other commonly mentioned sources of financial support are family (16%), ACOA programs (16%), ACOA's Business Development Program (15%), Community Business Development Corporations (13%), and the Young Entrepreneurs ConneXion Program (10%). No other single source of support is cited by more than nine percent of entrepreneurs. Among the various age groups interviewed, those aged 15-19 are less likely than older entrepreneurs to name banks, ACOA programs, and business development sources in general, although they are more likely than others to mention the YES program as a source of financial support. (Appendix B, Table 33)

Among non-entrepreneurs, the best **general** source of assistance for obtaining information about starting a business is believed to be from a business owner (23%). Other places mentioned by

non-entrepreneurs as sources of information about starting a business include schools (17%), the Internet (11%), and ACOA (8%). No other single source of information about starting a business is given by more than seven percent of non-entrepreneurs. Of note, one in five non-entrepreneurs (21%) is unable to provide any source of information about where to turn when starting a business. Opinions on this topic are quite consistent across the various demographics. Nevertheless, age does play a role with younger respondents more inclined to turn to schools, guidance counselors and parents, and older respondents (25-29) more likely to turn to ACOA. (Appendix C, Table 34)

Asking specifically about **financial** support for starting a business, non-entrepreneurs are generally unable to identify any particular organizations that provide financial support (52%). Of those organizations that are mentioned, ACOA (15%), as well as banks and financial institutions (15%) are the only organizations receiving more than eight percent of awareness among non-entrepreneurs. Interestingly, non-entrepreneurs from Prince Edward Island (25%) or Newfoundland (23%) are especially likely to mention ACOA as a source of financial support. Similarly, Anglophones (17%) are more likely than Francophones (6%) to identify ACOA specifically, and the likelihood of mentioning ACOA increases with the age of the respondent (e.g., 8% for those 15-19, 24% for those 25-29). (Appendix C, Table 35)

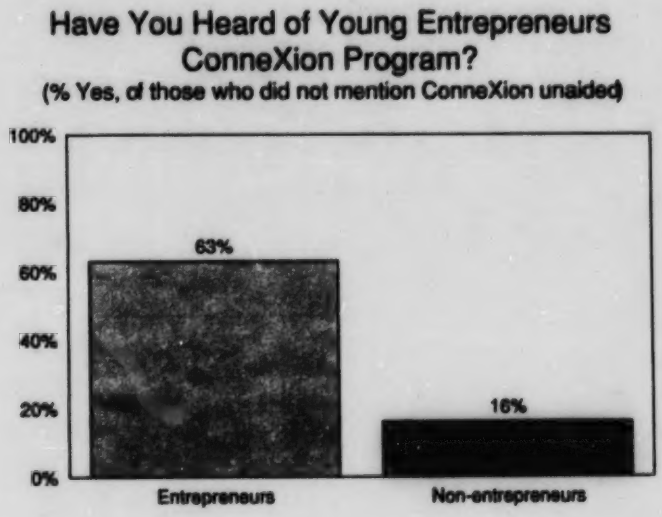
When asked to identify **financial assistance programs** that are available to young people who wish to start their own business, again, most non-entrepreneurs are unable to name any financial programs available to young people (72%). Those programs that are identified by non-entrepreneurs include bank loans (5%), the Young Entrepreneurs ConneXion Program (4%) and ACOA's Business Development Program (4%). No other financial assistance program is mentioned by more than three percent of non-entrepreneurs. There is little variation on this topic across the demographic subgroups. (Appendix C, Table 36)

With respect to how respondents find out about financial assistance available to young people, there are notable differences between the two populations. Specifically, entrepreneurs most often mention development agencies (17%) as the place where they find out about available financial assistance, followed by schools (14%), other business people (11%), and friends (11%). In contrast, non-entrepreneurs are most likely to report learning about financial support at schools (23%). Other sources of information about financial assistance given by non-entrepreneurs include television (13%), the Internet (12%), friends (11%) and newspapers (10%). Of interest, only five percent of non-entrepreneurs mention development agencies as a place for obtaining information about the financial assistance available to young people, a finding that differs considerably from entrepreneurs. Not surprisingly, younger respondents (entrepreneurs and non-entrepreneurs) are more apt than older respondents to identify schools as places where they would find out about financial assistance. In contrast, older respondents are more inclined to mention development agencies although this pattern only holds for entrepreneurs. (Appendix B, Table 34; Appendix C, Table 37)

Those respondents who, unaided, did not name the Young Entrepreneurs ConneXion Program as a source of financial assistance were specifically questioned as to their awareness of this important program. Not surprisingly, entrepreneurs (63%) are four times as likely as non-entrepreneurs (16%) to have heard of the Young Entrepreneurs ConneXion Program, sometimes referred to as the Seed

Capital program. Thus, out of *all* young entrepreneurs interviewed, two-thirds (67%) show some awareness (aided or unaided) of the Seed Capital program, whereas only one-fifth (19%) of *all* non-entrepreneurs are similarly aware of the Seed Capital program. Awareness of the Seed Capital program is very consistent across all demographic subgroups. (Appendix B, Table 37; Appendix C, Table 38)

It is noteworthy that the agency representatives interviewed in the qualitative component of the research perceive young entrepreneurs as lacking an awareness of sources of financial support. On the whole, awareness of financial assistance programs is clearly an issue among the young non-entrepreneurs interviewed here. Moreover, although awareness is higher for the young entrepreneurs surveyed, there is clearly room for improvement in this area, especially given the stated importance of gaining access to capital among young entrepreneurs.



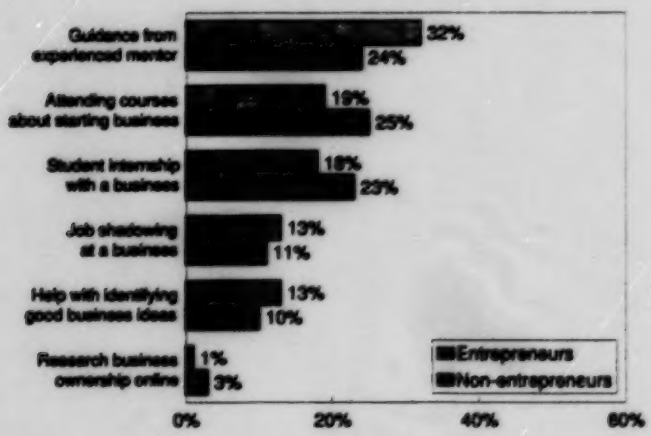
Concerning **non-financial assistance**, two-thirds (66%) of entrepreneurs believe that such forms of assistance are available to young people wishing to start a business, while the remainder are either unaware of these types of assistance (17%), or believe that they do not exist (18%). Notably, young entrepreneurs from Nova Scotia are more likely than entrepreneurs in other provinces to believe that there is non-financial assistance available. Entrepreneurs aware of non-financial assistance (N=386) list several types of such assistance including mentoring programs (25%), help with business plans (24%), business counselling (18%), courses/workshops (15%), and seminars (13%). (Appendix B, Tables 35, 36)

Unlike the entrepreneurs, very few non-entrepreneurs are aware of non-financial government assistance. Indeed, close to nine in ten non-entrepreneurs are unable to identify any kind of non-financial government assistance, and well over nine in ten non-entrepreneurs cannot name any specific non-financial government assistance programs available to young people who wish to start their own business. These results are consistent across the four Atlantic Provinces. (Appendix C, Tables 39, 40)

The study also sought opinions from entrepreneurs and non-entrepreneurs on potential options for helping young people who want to start their own business. Of the various options presented to

respondents, entrepreneurs are clearly of the opinion that guidance from a mentor would be most beneficial to young people interested in starting a business. Other potential options, such as attending courses about starting a business, going on a student internship, job shadowing, and having help identifying good business ideas, are preferred less often by entrepreneurs. On the other hand, non-entrepreneurs report a different ordering of the options in terms of importance. Specifically, attending courses about starting a business, guidance from a mentor, and going on a student internship are deemed to be most beneficial by an equal percentage of non-entrepreneurs, ahead of job shadowing and having help identifying good business ideas. Opinions on this topic vary slightly by language. For young entrepreneurs, both Anglophones and Francophones believe that having the guidance of a mentor would be the most helpful option, although Francophones place equal importance on attending courses or seminars about starting a business. In contrast, Francophone non-entrepreneurs favour attending courses or seminars, while Anglophone non-entrepreneurs are equally split between having the guidance of a mentor, attending courses or seminars, and going on a student internship. (Appendix B, Table 31; Appendix C, Table 9)

Most Helpful Options for Young People Starting a Business



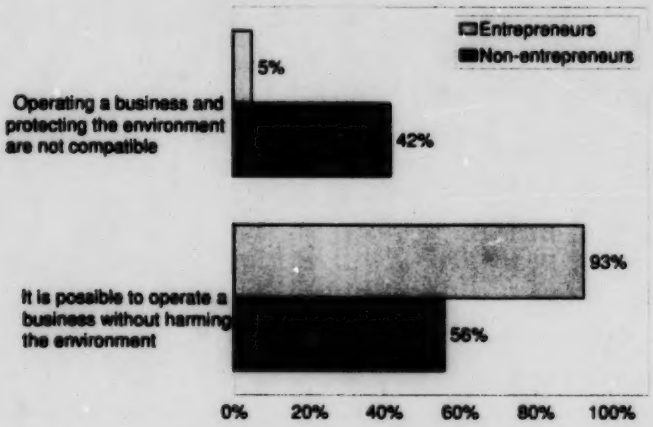
Business and the Environment

Non-entrepreneurs differ from entrepreneurs in that they are not convinced that businesses can operate successfully while at the same time protecting the environment.

Both entrepreneurs and non-entrepreneurs were questioned as to their opinions regarding the role of businesses in the environment. Of interest, opinions differ quite strongly between the two groups of respondents. Virtually all entrepreneurs (93%) believe it is possible to operate a business without harming the environment, while only a handful (5%) feel that operating a business and protecting the environment are incompatible. In comparison, non-entrepreneurs are more equally split on this issue, with a slim majority (56%) of the opinion that it is possible to operate a business without harming the environment, but a sizeable minority (42%) saying that it is not possible to simultaneously operate a

business and protect the environment. Beliefs on this issue are consistent for both entrepreneurs and non-entrepreneurs across the region. (Appendix B, Table 42; Appendix C, Table 47)

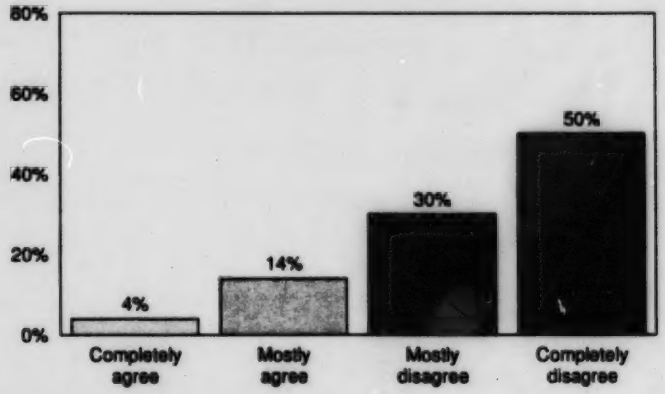
Business and The Environment



Consistent with the above results, non-entrepreneurs do not believe it is satisfactory for companies to get a leg up on their competition by placing greater emphasis on business interests rather than environmental concerns. Specifically, the vast majority of non-entrepreneurs disagree with the statement that it is acceptable to place business interests ahead of environmental concerns in order to succeed against the business competition. In contrast, less than two in ten non-entrepreneurs interviewed feel it is acceptable for companies to operate in this manner. While beliefs on this topic are relatively consistent, it should be noted that Francophones are more likely than Anglophones to agree that it is acceptable for companies to place business interests ahead of environmental concerns. (Appendix C, Table 48)

Agreement that it is Acceptable to Place Business Interests Ahead of Environmental Concerns

(Non-entrepreneurs)

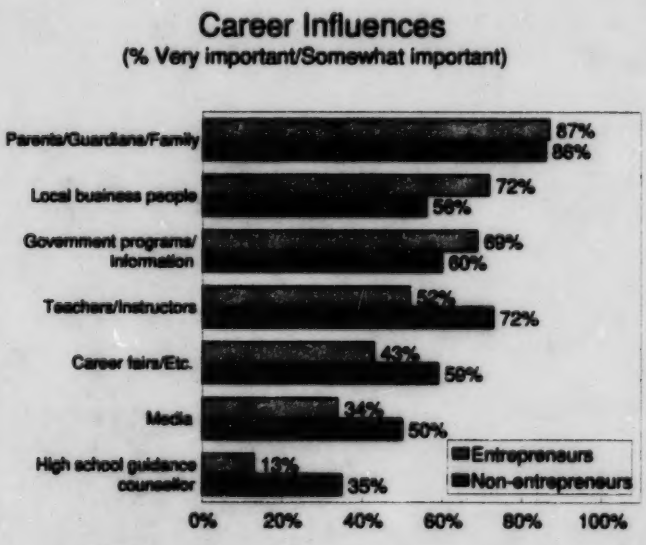


General Information

While both young entrepreneurs and non-entrepreneurs alike identify their parents or guardians as having the greatest impact on their career choice, the parents of entrepreneurs are significantly more likely to be business owners themselves.

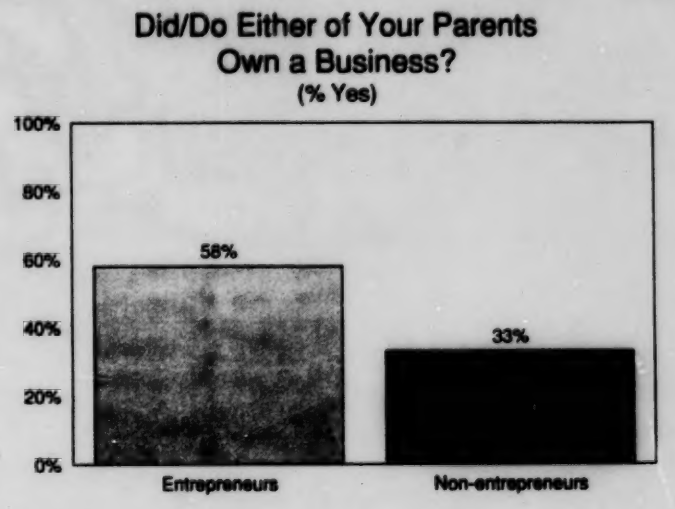
The study also compared entrepreneurs and non-entrepreneurs on a number of general issues relating to the careers and lives of young Atlantic Canadians. Results demonstrate a clear distinction between the entrepreneurs and non-entrepreneurs in terms of the specific individuals shaping their careers. In general, it is evident that business owners play a much larger role in the careers of entrepreneurs compared to non-entrepreneurs.

Entrepreneurs and non-entrepreneurs were asked to assess specific individuals and factors that may have been influential in their career decisions. While some similarities do exist between the two groups, there are also substantial differences in certain areas. Results indicate that parents and guardians have, by far, the greatest influence on the careers of both entrepreneurs and non-entrepreneurs. However, also of great importance to the careers of entrepreneurs are local business people and government programs, factors that are relatively less important to non-entrepreneurs. In contrast, for non-entrepreneurs, teachers and instructors rank second in terms of career influence. Other sources of influence, such as career fairs, media, and high school guidance counselors are reported to have somewhat less importance overall, although it is interesting to note that non-entrepreneurs consistently place higher emphasis on these other sources than do entrepreneurs. Generally speaking, career influences vary only slightly among the demographic subgroups. (Appendix B, Tables 32a-i; Appendix C, Tables 21a-i)



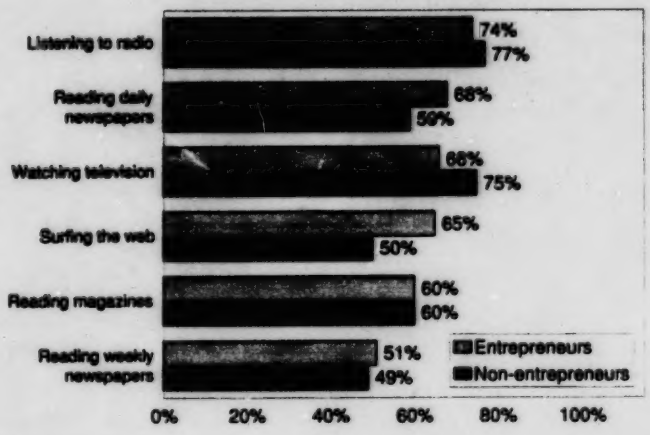
Given the substantial importance placed upon parents and guardians in guiding the careers of both young entrepreneurs and non-entrepreneurs, the career choices of their parents become a critical factor. In fact, there is a tremendous difference between the two groups of respondents in this

respect. Six in ten parents or guardians of young entrepreneurs currently own a business or have done so in the past, whereas only one-third of the parents or guardians of young non-entrepreneurs own a business or have owned a business in the past. Of special note, business ownership among parents of entrepreneurs is highest in Nova Scotia and New Brunswick, while business ownership among parents of non-entrepreneurs is highest on Prince Edward Island. Moreover, results indicate that parents of Anglophones are more likely than parents of Francophones to own or have owned a business, but this pattern is only true for non-entrepreneurs. (Appendix B, Table 43; Appendix C, Table 49)



With respect to the influence surrounding media sources, entrepreneurs and non-entrepreneurs spend approximately the same amount of time per week accessing the various sources investigated. For both groups, listening to the radio and watching television are frequent activities, while television watching is engaged in more often by non-entrepreneurs than by entrepreneurs. Comparatively speaking, surfing the Internet and reading daily newspapers is a more common occurrence among entrepreneurs than non-entrepreneurs. The frequency of reading of magazines and weekly newspapers does not differ between the two groups. Concerning demographics, male entrepreneurs are more likely than female entrepreneurs to spend time surfing the Internet, while males and females do not differ in the amount of time spent on other media. Among non-entrepreneurs, females are more likely than males to read books or listen to the radio, but males and females do not differ otherwise. (Appendix B, Tables 44a-h; Appendix C, Tables 53a-i)

Amount of Time Spent on Various Information Sources
(% Saying a lot of time/Some time)



Information Pertaining to Entrepreneurs

In this section of the report, we present information gathered solely from entrepreneurs. Information presented in this section pertains to the specific business operations of young entrepreneurs, as well as information relating to the skills and training of these individuals. As mentioned previously, the large majority of young entrepreneurs in this study were contacted through their relationship with business development agencies and corporations in the region. As a result, the views expressed by young entrepreneurs with respect to various issues (e.g., awareness of funding sources and assistance) may reflect this sampling technique.

Business Information

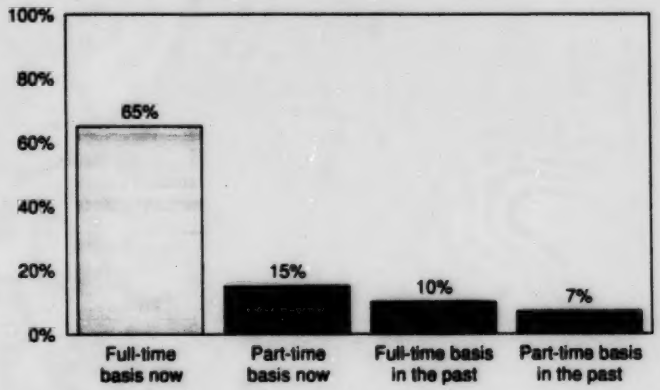
Young entrepreneurs operate a wide variety of businesses and tend to open those businesses after they have reached the age of 21.

It is clear from the results of the study, that young entrepreneurs engage in a myriad of business ventures. Of all entrepreneurs surveyed, the most frequently encountered types of businesses are those involving non-professional services (36%), retail (27%), and professional services (22%). No other type of business is mentioned by more than five percent of young entrepreneurs interviewed. Although results on this front are fairly consistent across the various demographics, there are some notable exceptions. Businesses offering non-professional services are most likely to be run by those under 20 years of age, and by those without a high school education. In contrast, businesses offering professional services are more likely operated by older and more highly educated entrepreneurs. Of interest, retail operations are most likely to be run by entrepreneurs from Newfoundland, and by females instead of males. (Appendix B, Table 11)

Of the young entrepreneurs in the study, the vast majority operate a business either full-time or part-time at present, while less than two in ten are past business owners. Of special note, results

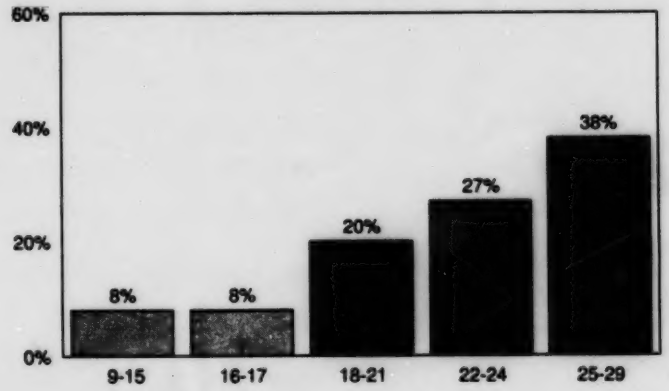
indicate that there is a higher proportion of full-time business owners at present among young New Brunswickers, and among Francophone entrepreneurs. As would be expected, those entrepreneurs aged 15 to 19, or with less than a high school education, are more likely to operate their business on a part-time basis compared to those in the older age brackets. (Appendix B, Table 12)

Business Operation Among Young Entrepreneurs



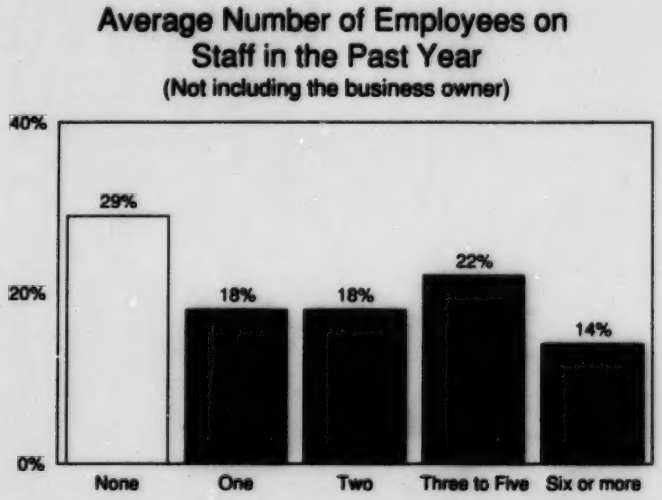
Evidence suggests that a significant number of young entrepreneurs get their businesses underway at a very young age. Close to one in five young entrepreneurs opens their first business prior to the age of 18, while another one in five does so between the ages of 18 and 21. However, the majority of young entrepreneurs start their first business later in life, especially after the age of 25. Of interest, males tend to start their first business at an earlier age than females. For example, 41 percent of males start their first business while 21 or younger compared to only 27 percent of females. (Appendix B, Table 13)

Age at Which First Business Was Started
(Entrepreneurs)



In terms of the size of businesses started by young entrepreneurs, most are quite small. Indeed, three in ten entrepreneurs interviewed report having no employees on staff over the past year other than themselves. One-third of respondents say they have had one or two employees working for their

business over the past year, while another third have had at least three employees on staff over that time period. Across the population, males employ more individuals than do females, and those who currently operate full-time businesses have more employees on staff than those who operate part-time businesses. Regionally, entrepreneurs in Newfoundland have the fewest number of employees on staff, on average. (Appendix B, Table 27)



As a point of interest, young entrepreneurs are rather indifferent as to descriptions used to identify their employment status. Given the choice among "self-employed," "business owner," and "entrepreneur," little preference is shown among the three terms. Thirty-five percent of those surveyed are more comfortable describing themselves as "self-employed," 31 percent would prefer to be called a "business owner," while 29 percent favour the term "entrepreneur." Of special note, two percent of respondents do not like any of the three terms. It is interesting to note that while the results are relatively consistent throughout the population, the term "entrepreneur" is favoured by those aged 15 to 19. (Appendix B, Table 41)

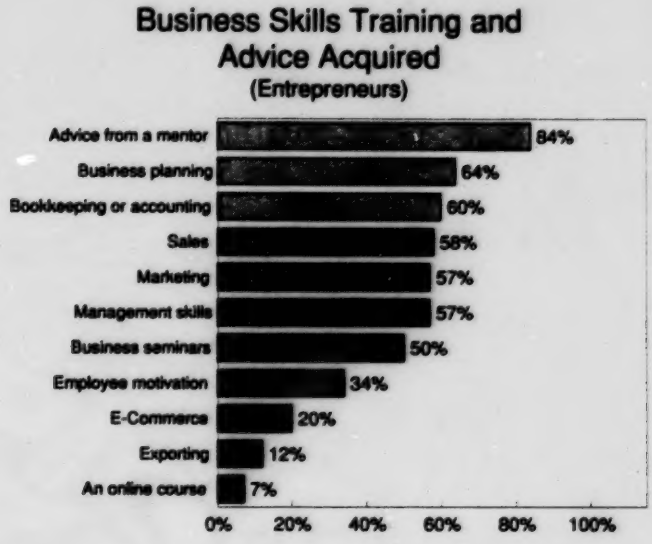
Skills and Training

It is clear that the vast majority of young entrepreneurs has relied on the advice of a mentor or experienced business owner in the past and would be willing to do so in the future.

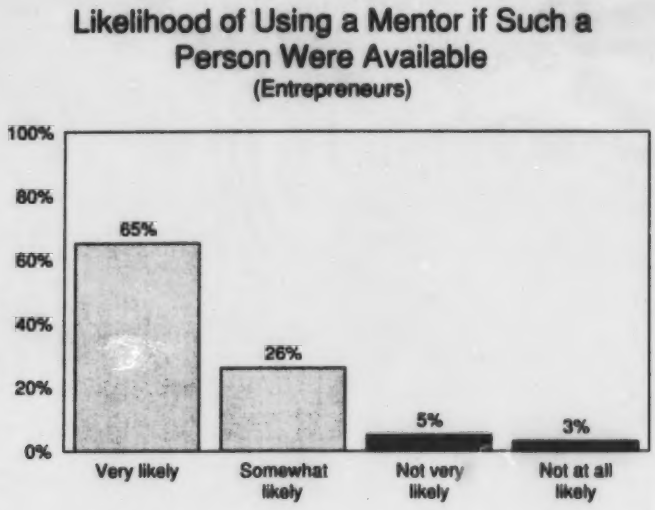
Of obvious importance to the development and continuation of a business are the skills and experience brought to the table by the business owner. Many of these skills are acquired outside of formal educational training and often occur "on the job."

It is evident from the results that many of the young entrepreneurs in this study have received training and/or advice in a number of areas. In particular, well over eight in ten entrepreneurs report receiving advice from a mentor or experienced business owner. Likewise, the majority of respondents have had training or advice on business planning, bookkeeping, sales, marketing and management skills outside of any formal educational training. Examining language, Anglophones are more likely than

Francophones to report having received business skills training and advice in the areas of mentorship, marketing, employee motivation, and business planning. In terms of gender, males and female entrepreneurs have generally received the same types of training with the exception of mentorship and employee motivation for which a larger percentage of males have received training. (Appendix B, Tables 23a-23i)



Concerning advice from a mentor, this appears to be a very important source of information for entrepreneurs. Not only have entrepreneurs received advice from experienced business people in the past, but virtually all would be likely to utilize such a resource person in the future. When asked, nine in ten young entrepreneurs say they would be very or somewhat likely to consult a mentor to obtain business advice if this service were available at no cost. Opinions on this topic exhibit little variation across the population with the vast majority of all subgroups being somewhat likely to use the advice of a mentor. (Appendix B, Table 24)

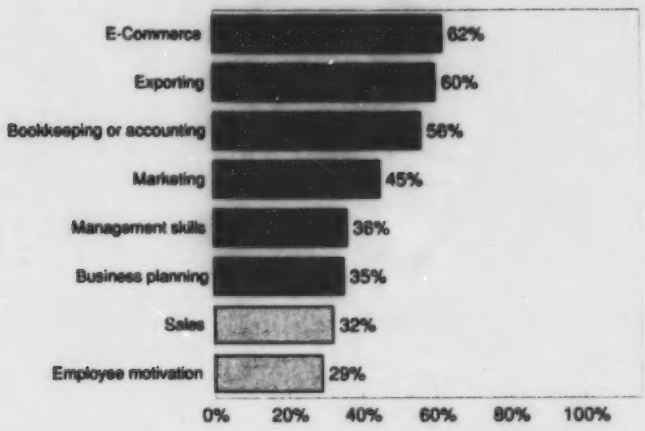


Using mentors to develop a successful business is a theme that was echoed by the officials from government agencies and lending institutions interviewed in the qualitative portion of the research. According to these agency representatives, mentorship, especially as a means of conveying the importance of basic business skills, is extremely important to the development of successful young entrepreneurs. In fact, many agency representatives interviewed are of the opinion that mentorship is such an integral part of the learning process that it should be a mandatory requirement in order to gain access to capital.

Entrepreneurs say they are most in need of e-commerce, exporting, and bookkeeping skills, and would prefer to learn new skills in a one-on-one format, or in a short seminar with other business owners.

This study also sought to uncover areas in which young entrepreneurs felt they were lacking business skills and as a result might be preventing their company from growing. Overall, entrepreneurs are most inclined to report that their e-commerce, exporting, and bookkeeping skills are most in need of improvement, with a majority of entrepreneurs saying they are lacking skills in these areas. In comparison, less than half of those surveyed feel that they are lacking marketing, management, business planning, sales, or employee motivation skills. Of special note, there is substantial variation among perceived skill sets according to the respondent's language. Francophones are more inclined than Anglophones to say they lack skills in the areas of sales, management, and employee motivation, whereas Anglophones are more apt than Francophones to feel they are lacking in the areas of e-commerce and exporting. (Appendix B, Tables 25a-i)

Areas Currently Lacking Skills
(% Saying Yes - Entrepreneurs)



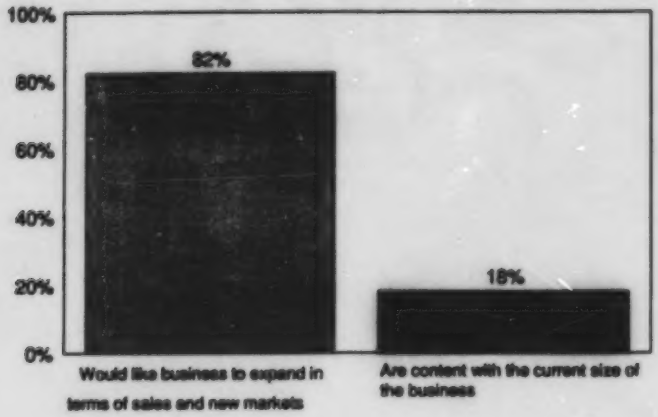
Given a choice among four different formats for improving their business skills, entrepreneurs would prefer to take training courses one-on-one with a business trainer (34%), or in the form of one or two day seminars with other young business owners (28%). The remaining one-third of respondents would either prefer to train on-line using the Internet where they can proceed at their own pace (20%), or in a classroom course situation with other young business owners (16%). Opinions concerning training formats are quite consistent throughout the population although there are some slight variations. Considering mother tongue, while Francophones (34%) and Anglophones (34%) would both prefer a one-on-one format with a business trainer, Anglophones' second choice would be to have a two-day seminar with other business owners (30%), whereas Francophones' second choice would be an Internet course. (Appendix B, Table 26)

Business Start-up and Expansion

The vast majority of young business owners would like to see growth in their business, with access to continued sources of funding being the primary obstacle to expansion.

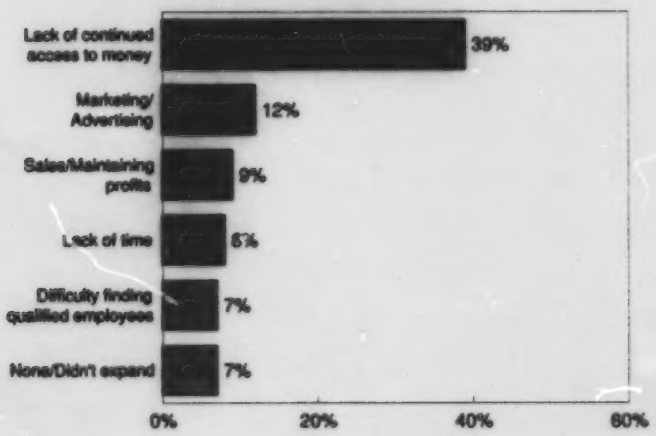
Young Atlantic Canadian entrepreneurs clearly are ambitious. Of all young entrepreneurs currently operating a business (N=502), eight in ten would like to see their business expand in terms of sales and new markets, while the remainder are content with the current size of their business. Of interest, expansion is less of a concern among those under 20 years of age. (Appendix B, Table 28)

Attitudes Toward Business Expansion
(Entrepreneurs)



As for the main obstacles to business expansion, financial concerns are again at the top of the list. Four in ten entrepreneurs believe that the lack of continued access to money is the primary obstacle they have to face in terms of sustaining and expanding their business, well ahead of marketing, sales, lack of time, and difficulty finding qualified employees. Results indicate that the lack of capital is more of a problem for older respondents (aged 25-29), whereas younger respondents quite often mention lack of time as their main reason for not expanding the business. In addition, Anglophones are more inclined that Francophones to mention lack of continued access to capital, whereas Francophones are more inclined to mention marketing/advertising as the main obstacle to sustaining and expanding the business. (Appendix B, Table 30)

Main Obstacles in Terms of Sustaining and Expanding Business
(Entrepreneurs)

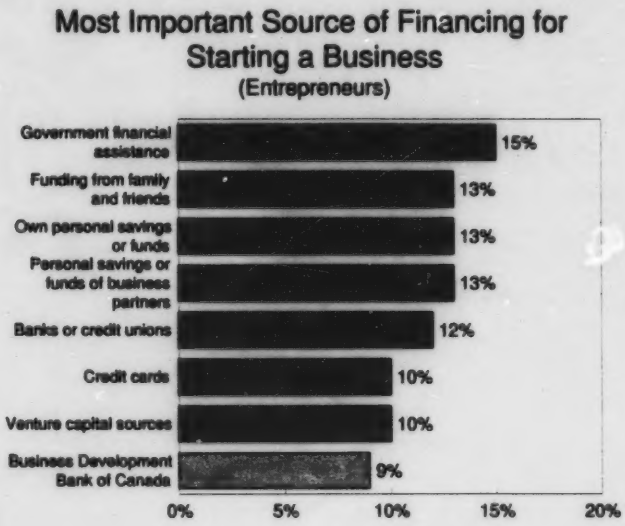


Once again, it is worth mentioning that the agency representatives interviewed in the qualitative phase of the research felt that young entrepreneurs do not place enough emphasis on the skills required to run a business successfully. It is evident from this analysis that young entrepreneurs themselves are more concerned with the financial aspects of operating a business, rather than particular business skills.

Financing the Business

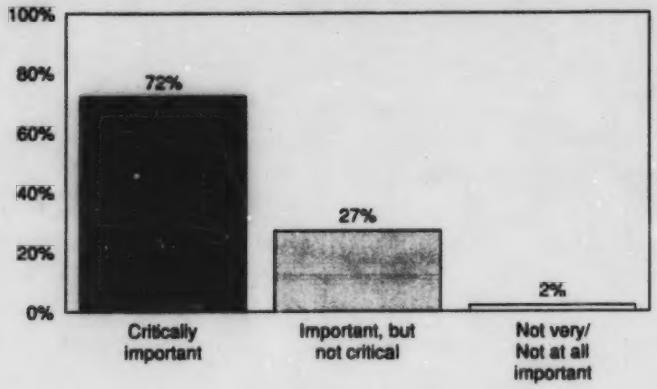
Government financial assistance is considered to be a very important source of support for young people wishing to start a business.

Among young entrepreneurs in Atlantic Canada, no single source of financing for businesses stands out from the rest. Indeed, when asked to name the single most important source of financing used when starting their business, entrepreneurs are almost evenly divided amongst a variety of sources. Young entrepreneurs in this study frequently mention government financial assistance as the most important source of financing, followed closely by funding from family and friends, personal savings (both their own and their business partner's), and banks or credit unions. (Appendix B, Table 38)



It is noteworthy that while numerous sources of financing are mentioned by young entrepreneurs as being important to the process of starting a business, there is a high degree of importance placed upon government financial assistance. Specifically, virtually all entrepreneurs surveyed believe it is either critically important, or important but not critical, that the government make financing available to young people who want to start their own business. Very few feel that the availability of government financing is not very or not at all important to young people starting a business. Of interest, the youngest entrepreneurs (aged 15 to 19) are less likely to consider this source of financing to be critically important. (Appendix B, Table 39)

Importance of Government Financial Assistance for Young Entrepreneurs Financing
(Entrepreneurs)



Among entrepreneurs, there is a substantial degree of awareness of government assistance to help young people open a business. When asked about several types of assistance available, financial assistance tops the list with nine in ten (90%) young entrepreneurs aware of such assistance from the government. Business counselling (79%) and business skills training (72%) are believed to be available from the government by close to three-quarters of entrepreneurs surveyed, while six in ten entrepreneurs surveyed think that courses about business ownership (64%) or programs to promote business ownership as a career (59%) are available from the government. Awareness of various types of government assistance is relatively consistent across the population. (Appendix B, Tables 40a-f)

Summary of Entrepreneurial Profiles

In this section, CRA reports a summary profile of young entrepreneurs from the perspective of differences between urban and rural entrepreneurs, as well as between male and female entrepreneurs.

Categorization of young entrepreneurs as rural or urban was accomplished using the postal code of the respondent, and followed the same methodology as that utilized by Canada Post. Results indicate only minor differences between entrepreneurs in rural and urban regions. From a business standpoint, urban entrepreneurs are more likely to have operated a business full-time, and have more employees working for them than their rural counterparts. With respect to demographics, urban entrepreneurs are more likely to speak French, and more likely to have attended university than rural entrepreneurs. Finally, urban entrepreneurs spend more time surfing the Internet, while rural entrepreneurs spend more time listening to the radio.

The study also revealed significant variation between male and female entrepreneurs on a number of issues. Compared to young male entrepreneurs, female entrepreneurs start their first business at a later age, have fewer employees on staff, and are more likely to run retail businesses. Additionally, females are less likely than males to have taken high school courses on the topic of starting a business, less likely to have received advice from a mentor, and less likely to have had training in the area of

employee motivation. Finally, female entrepreneurs are more highly educated than male entrepreneurs, and spend less time surfing the Internet.

Information Pertaining to Non-entrepreneurs

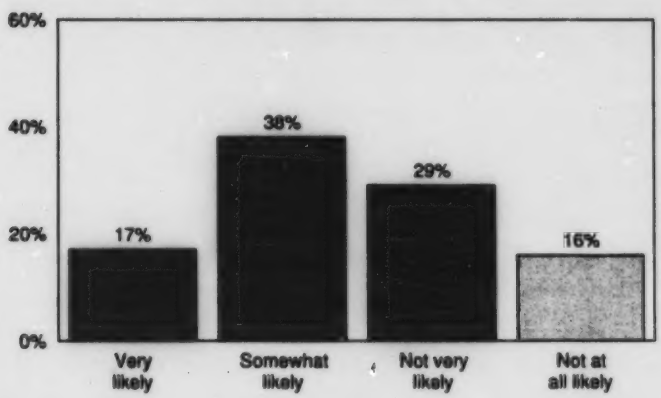
In this section of the report, we present information pertaining to individuals who have not owned a business in the past. Information contained in this section reflects young non-entrepreneurs' perceptions of business operations in Atlantic Canada, the likelihood of starting a business in the future, and the types of support that might be available to those wishing to start a business.

Future Business Intentions

A significant percentage of non-entrepreneurs have aspirations of starting their own business within the next five years.

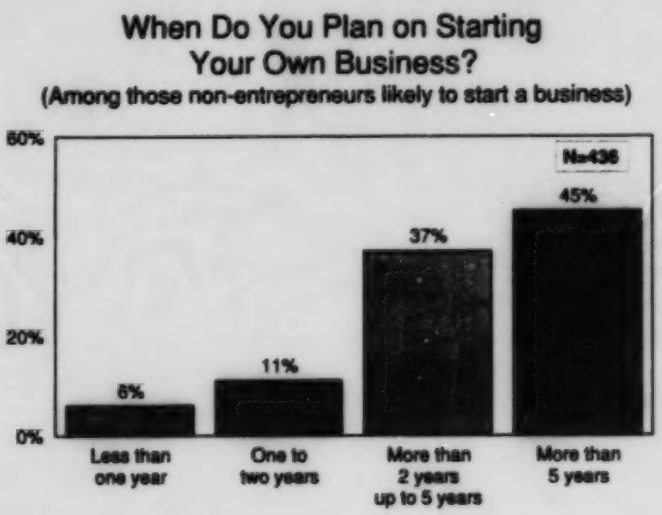
Although not presently in business for themselves, a substantial number of young non-entrepreneurs foresee themselves engaging in business ventures in the future. Over half of the non-entrepreneurs interviewed in this study say they are very or somewhat likely to buy or start their own business in the future, whereas just over four in ten say they are not very or not at all likely to do so. Across the population, those non-entrepreneurs reporting the greatest inclination to run their own business in the future include Nova Scotians, Anglophones, and males. (Appendix C, Table 6)

Future Business Start-ups
Among Young Non-entrepreneurs



This level of intended business start-up may be overly optimistic. A more conservative estimate can be gained through the use of an 80/20 rule commonly utilized in survey research whereby one assumes that 80 percent of those who say "very likely" will actually open a business, and only 20 percent of those who say "somewhat likely" will actually open a business. Application of this rule suggests that 21 percent of non-entrepreneurs will actually go on to start a business in the future.

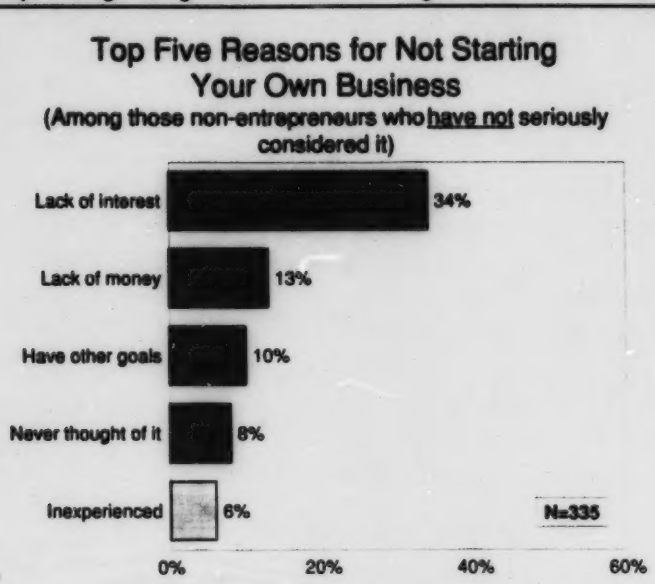
Of those non-entrepreneurs who are at least somewhat likely to start their own business in the future (N=436), most are clearly thinking long term on this issue. Fewer than two in ten respondents say they plan on opening their own businesses within the next two years, while just under four in ten say they plan to do so two to five years from now. Most non-entrepreneurs who are likely to start a business, however, plan on doing so more than five years down the road. Results are fairly consistent across the population, although married respondents, as well as those aged 25 to 29, are more likely than others to plan on starting their businesses in the very near future. (Appendix C, Table 7)



As an aside, it is perhaps informative to review trend data collected from non-business owners over the past nine years on CRA's *Atlantic Omnibus Survey*. Results indicate that among 18 to 34 year olds who are not business owners, approximately 19 percent say they are very or somewhat likely to start a business in the next two years. In fact, these results have been very consistent over the past eight years and have varied within a narrow band (between 16% and 25%).

Non-entrepreneurs were also asked to state the extent to which they have seriously considered opening their own business when considering their career direction. Results reveal that a slim majority has either very (21%) or somewhat (36%) seriously considered starting their own business, while four in ten have not very (24%) or not at all (18%) seriously considered doing so. Examining the demographic variables, it is evident that Nova Scotians, Anglophones, and males are most likely to have seriously considered starting their own business. (Appendix C, Table 11)

Subsequently, non-entrepreneurs who said they have not seriously considered opening their own business (N=335) were queried as to why this option has not been seriously considered. By far the most common response among this group was a lack of interest in starting a business. Other reasons for not seriously considering opening a business include a lack of money, other goals, not thinking of it as an option, and inexperience. Across the population, "lack of interest" is mentioned more often by female non-entrepreneurs, as well as those actively looking for work. In comparison, "lack of money" is more likely to be given by those aged 25 to 29, and by married respondents. (Appendix C, Table 12)



Of interest, non-entrepreneurs who said they have seriously considered opening their own business (N=458) were queried as to why they have not as yet done so. For these respondents, lack of money is well ahead of all other reasons for not starting their business. Other justifications for not opening a business even though they have seriously considered doing so include being in school, being inexperienced, not having enough business skills, and not knowing how to start a business. A "lack of money" is more of a consideration for males, those at least 20 years of age, those with at least a high school education, and those currently employed full-time. Of special note, younger non-entrepreneurs are especially inclined to mention a lack of business management skills as the reason behind their decision not to start their own business. (Appendix C, Table 13)

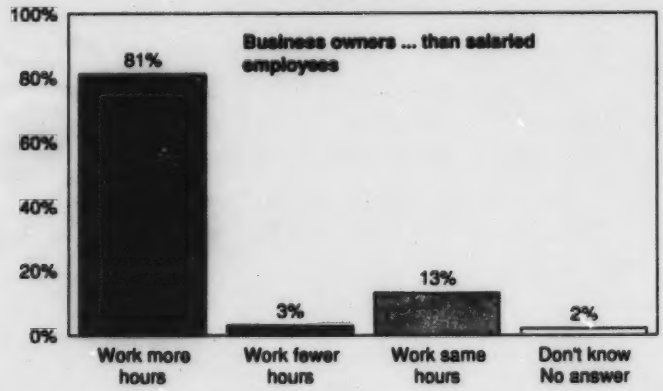
Non-entrepreneurs were also asked to name the persons or factors that have been the most influential in terms of guiding their career decisions. Parents and guardians are identified by more than half of those surveyed (55%) as having the greatest influence on their career decisions. Teachers (23%) and friends (20%) also play a role in the career decisions of non-entrepreneurs, as does "personal interest" (13%) and local business people (8%). No other specific factor or person is cited by more than four percent of respondents. Across the population, females are more inclined than are males to name parents and guardians as the most influential person in terms of guiding their career. Also, the influence of parents and guardians, as well as that of teachers, on respondents' career choices declines sharply with age. (Appendix C, Table 20b)

Opinions Concerning Business Ownership

For the most part, non-entrepreneurs have a realistic view of entrepreneurs and a positive outlook regarding business ownership.

Non-entrepreneurs are of one mind concerning the perceived time commitment of business owners. An overwhelming majority of non-entrepreneurs are of the opinion that business owners work more hours as compared to employees who are paid a salary at their jobs. In contrast, only a small percentage believes that business owners work about the same or fewer hours than salaried employees. All demographic subgroups hold the view that business owners work more hours than salaried employees, although this view is less extreme among those with less than a high school education. (Appendix C, Table 16)

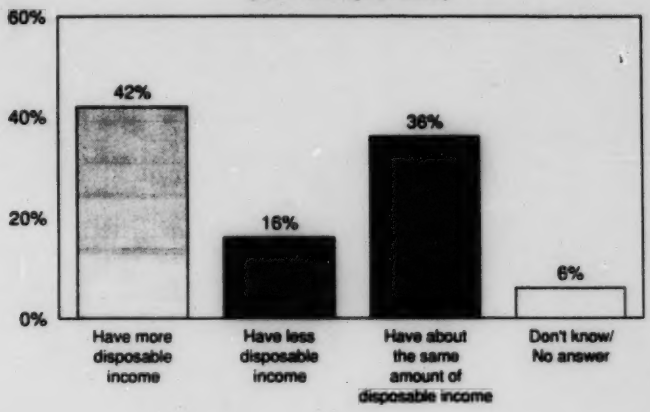
Perceived Time Commitment of Business Owners
(Non-entrepreneurs)



With respect to the perceived amount of disposable income among business owners, non-entrepreneurs are somewhat divided. One-third of those surveyed feel that business owners have about the same amount of disposable income as do salaried employees. Of the remaining respondents, more than twice as many feel that business owners have more, as opposed to less, disposable income than do salaried employees, while few have no definite opinion on this issue. Attitudes on this issue are consistent throughout the population, although Francophones and males are more likely to believe business owners have more disposable income. (Appendix C, Table 17)

Do Business Owners Have More Disposable Income Than Salaried Employees?

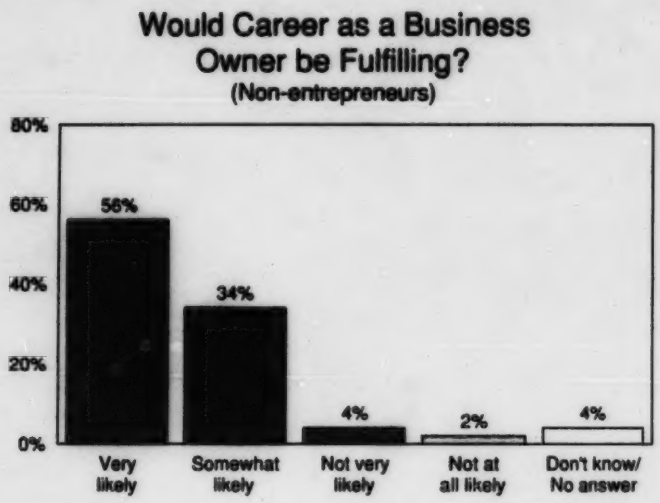
(Non-entrepreneurs)



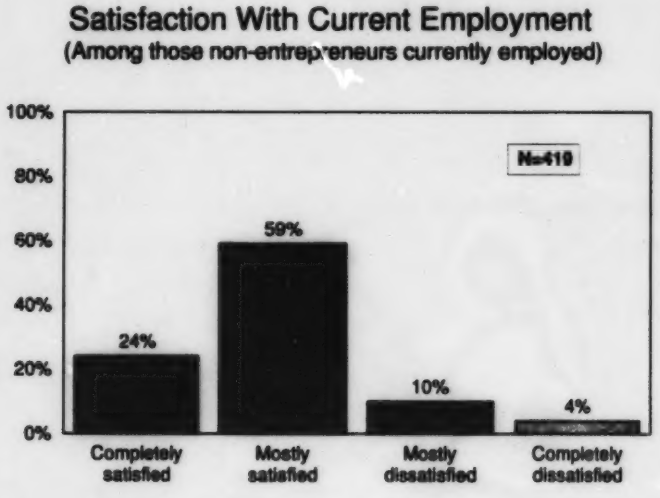
Non-entrepreneurs are not necessarily devoid of an entrepreneurial spirit. Indeed, six in ten (61%) young non-entrepreneurs report having a business-oriented outlook on life. In contrast, one-third of those surveyed (34%) feel they do not have a business-oriented outlook, while the remaining five percent have no definite opinion. Results on this issue are relatively consistent throughout the population. (Appendix C, Table 19)

On a related matter, six in ten (59%) non-entrepreneurs surveyed consider themselves to be risk-takers, while the remaining respondents either do not consider themselves to be risk-takers (38%), or have no definite opinion (3%) on this matter. Those demographic subgroups most likely to categorize themselves as risk-takers include males, those with a lower educational background, single respondents, and those under 20 years of age. (Appendix C, Table 18)

Interestingly, virtually all non-entrepreneurs are of the opinion that a career as a business owner would likely be fulfilling. Specifically, over one-half say that such a career would very likely be fulfilling, while another one-third feels that it is somewhat likely to be fulfilling. Very few believe that such a career would be not very or not at all fulfilling. Across the population, there is little variation on this topic. (Appendix C, Table 15)



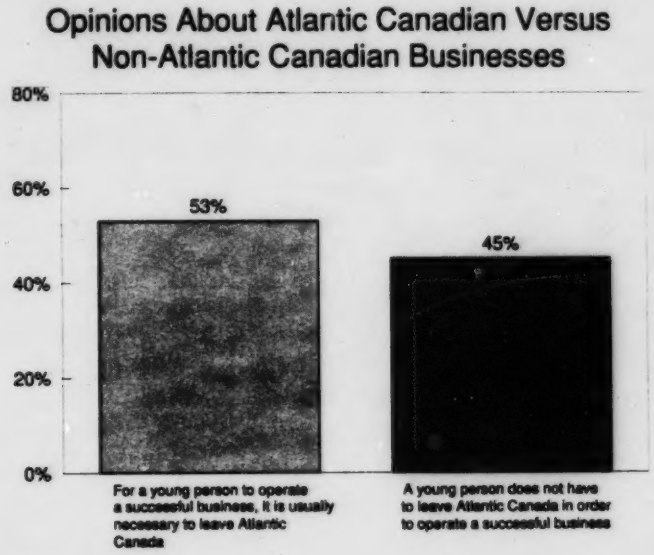
In general, young non-entrepreneurs employed on at least a part-time basis (N=419) express a high level of satisfaction with their current employment. The majority of respondents are either completely or mostly satisfied, while relatively few are mostly or completely dissatisfied. Satisfaction with their current employment shows little variation among the demographic subgroups. Despite previous statements by non-entrepreneurs regarding potential business ownership, the relatively high level of employment satisfaction may well play a large role in those decisions. (Appendix C, Table 51)



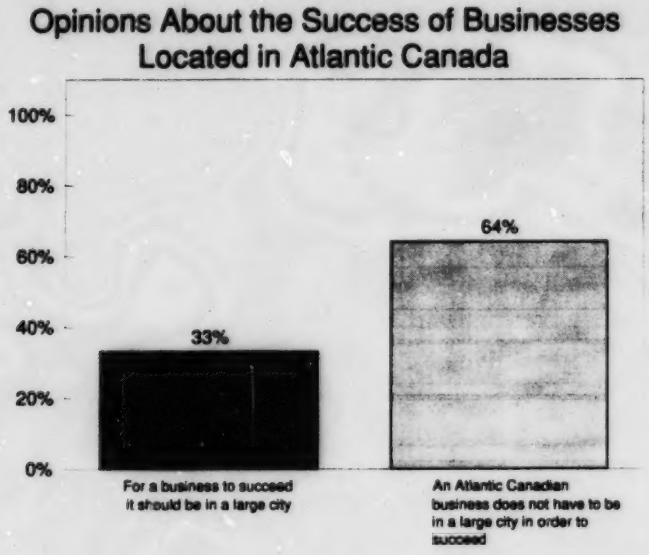
Opinions Concerning the Business Climate in Atlantic Canada

Many young non-entrepreneurs perceive Atlantic Canadian businesses to be less successful than businesses located elsewhere in Canada. However, many also feel that businesses within the Atlantic region can be competitive even if they are not located in a major city.

Concerning the success of businesses located within Atlantic Canada, the beliefs among non-entrepreneurs are somewhat mixed. A slim majority of respondents surveyed feel that for a young person to operate a successful business, it is usually necessary to leave Atlantic Canada. On the other hand, just under half of non-entrepreneurs feel that young people do not have to leave Atlantic Canada in order to operate a successful business. Feelings on this topic are quite consistent throughout the population. (Appendix C, Table 46)


Opinions About Atlantic Canadian Versus Non-Atlantic Canadian Businesses
80%
60%
40%
20%
0%
53%
45%
For a young person to operate a successful business, it is usually necessary to leave Atlantic Canada
A young person does not have to leave Atlantic Canada in order to operate a successful business

It is interesting to note that non-entrepreneurs place somewhat less importance on the location of businesses within Atlantic Canada. Two-thirds of those surveyed believe that a business located in Atlantic Canada can be successful regardless of whether or not it is located in a large city. In contrast, only one-third of non-entrepreneurs are of the opinion that a company needs to be located in a large city in the region to be successful. Those respondents most likely to believe that the success of businesses in Atlantic Canada is dependent on their being located in a large city include younger residents (less than 20 years of age) and those with less than a high school education. (Appendix C, Table 45)


Opinions About the Success of Businesses Located in Atlantic Canada
100%
80%
60%
40%
20%
0%
33%
64%
For a business to succeed it should be in a large city
An Atlantic Canadian business does not have to be in a large city in order to succeed

Business Preparation in the School System

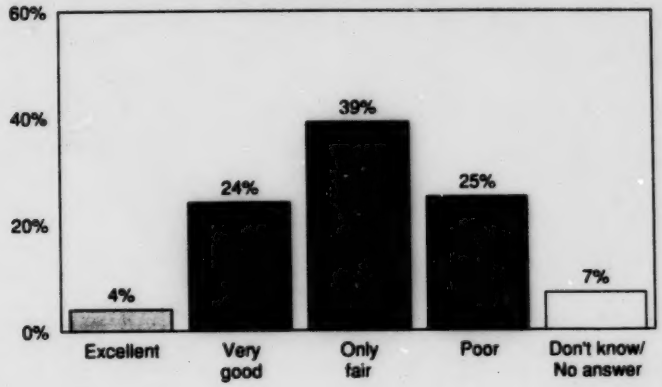
The college system is recognized as placing the most emphasis on, and doing the best job of, preparing their students to be entrepreneurs.

Non-entrepreneurs were asked to report their opinions on how well various levels of the educational system prepare students for starting and running a business. With respect to the **high school system**, there is a mixture of opinions about the amount of emphasis placed on teaching students about running a business. Specifically, just under half of the non-entrepreneurs interviewed say the high school system places either a great deal of (8%) or some (36%) emphasis on teaching students about opening a business, while half say the high school system places not very much (36%) or no emphasis at all (14%) on teaching students in this area. Newfoundlanders are more apt to report that their high school system places a higher emphasis on informing students about running a business, as do younger non-entrepreneurs (less than 20 years of age), those with less than a high school education, and those actively looking for work. (Appendix C, Table 24a)

Respondents are fairly skeptical of the job done by the high school system in terms of teaching students about starting a business. Less than three in ten non-entrepreneurs believe the high school system does an excellent or very good job in this respect, while the majority says the high school system does an only fair or a poor job at teaching students about running a business. Across the population, those respondents with the most positive assessment of the high school system's performance in teaching students about starting a business are Newfoundlanders, Francophones, those less than 20 years of age, and those with less than a high school education. (Appendix C, Table 24b)

Performance of High School System in Teaching Students About Starting Business

(Non-entrepreneurs)

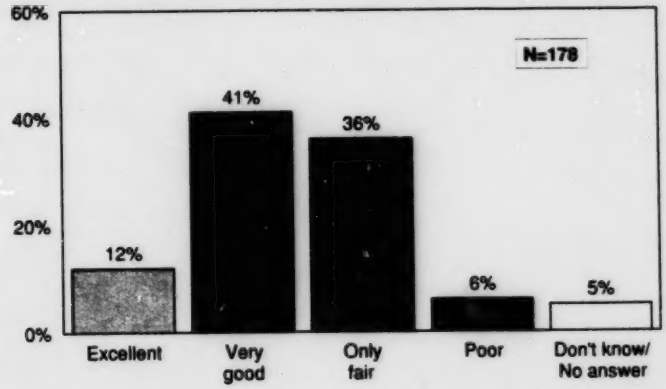


Three-quarters of non-entrepreneurs who have attended or are attending college (N=178) are of the opinion that the **college system** places a great deal of (27%) or some (46%) emphasis on instructing students about starting and running a business. In contrast, only two in ten respondents feel that within the college system there is not very much emphasis (18%) or no emphasis at all (3%) on teaching students about starting a business. (Appendix C, Table 25a)

Non-entrepreneurs give a moderately positive review of the college system's performance with respect to teaching students about starting and running a business. Over half of non-entrepreneurs who have attended or are attending college say that the job the college system does in this respect is excellent or very good. In contrast, four in ten respondents say that the college system does an only fair or poor job of educating students about starting a business. (Appendix C, Table 25b)

Performance of College System in Teaching Students about Starting a Business

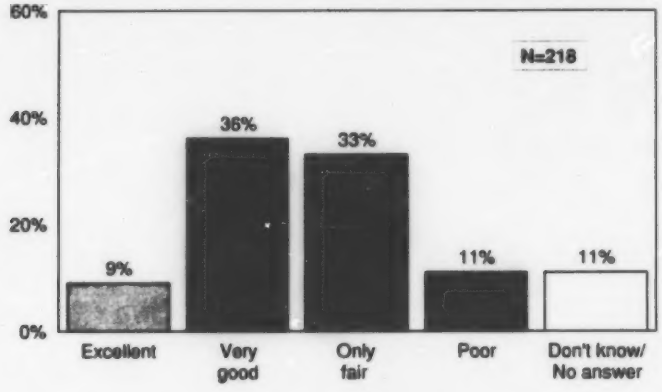
(Among those non-entrepreneurs with college experience)



Two-thirds of non-entrepreneurs who have attended or are attending university (N=218) believe that the **university system** places a great deal of (15%) or some (51%) emphasis on instructing students about starting and running a business. In contrast, one-quarter of those surveyed are of the opinion that the university system places not very much emphasis (20%) or no emphasis at all (5%) on training students about starting a business. (Appendix C, Table 26a)

University-experienced non-entrepreneurs are divided on their assessment of the performance of the university system in terms of instructing students about starting and running a business. Just less than half of those surveyed feel that the university system does an excellent or very good job at educating students about starting a business, while a similar number say the university system is only fair or poor in this respect. (Appendix C, Table 26b)

Performance of University System in Teaching Students About Starting a Business
(Among those non-entrepreneurs with university experience)



Government Assistance

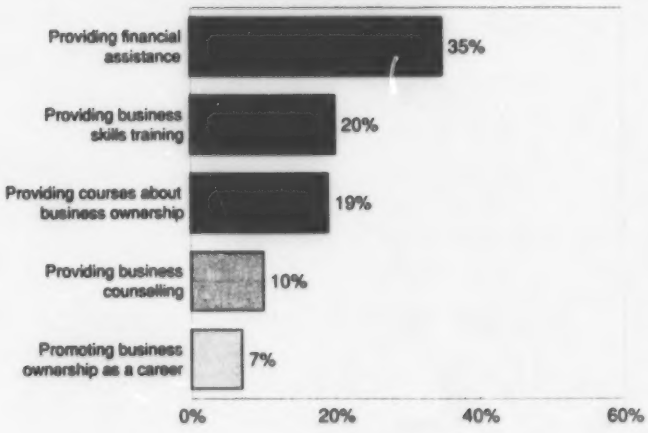
Overall, most non-entrepreneurs support the involvement of the government in assisting youth to start their own business, although relatively few recognize the government's efforts in this regard.

Non-entrepreneurs were also questioned about the importance of government support for young people wishing to become business owners. Of special note, the vast majority of non-entrepreneurs interviewed believe that the government should pay particular attention to helping people under the age of 30 buy or start their own businesses. Indeed, very few of those surveyed feel that the government should not give extra attention to young entrepreneurs or have no definite opinion on this topic. Attitudes on this matter are quite consistent throughout the population. (Appendix C, Table 41)

Should the Government Pay Particular Attention to Young People Starting a Business?
(Non-entrepreneurs)

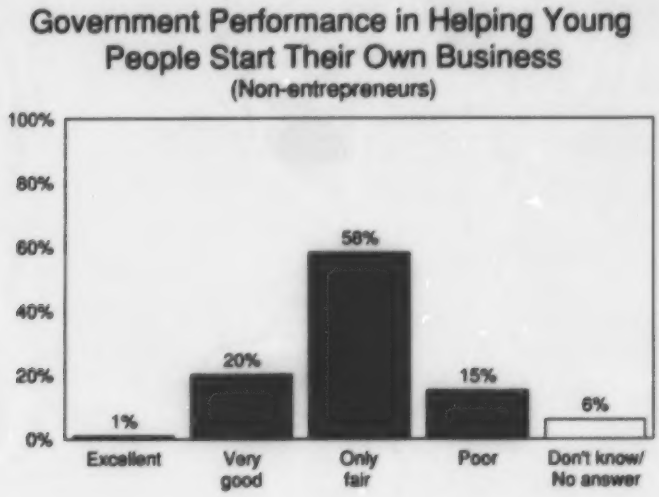
Given a list of five potential government actions that should be taken to help young people become business owners, financial assistance is deemed to be most important. One-third of non-entrepreneurs surveyed believe that providing financial assistance is the most important action the government should take to help young entrepreneurs. Two in ten respondents are of the opinion that providing business skills training would be the best course of action for the government to take, while an equal number favour providing courses about business ownership in the education system. Relatively few respondents believe that the most important government action that should be taken to help young entrepreneurs is providing business counselling and promoting business ownership as a career. Beliefs on this issue are consistent across the population. (Appendix C, Table 42)

Most Important Government Action to Help Young People Starting a Business
(Non-entrepreneurs)



At present, non-entrepreneurs give a generally unfavourable assessment of the government in terms of its assistance to young people who want to start their own business. Only two in ten non-

entrepreneurs surveyed rate the government's performance in helping young people who want to start their own business as either excellent or very good. In contrast, three-quarters of those interviewed feel the government does an only fair or poor job in this respect. Notably, opinions on the government's performance are consistent across the demographic subgroups, although those non-entrepreneurs from Newfoundland or PEI give the most favourable assessments. (Appendix C, Table 43)



Other Demographic Information about Non-entrepreneurs

Young entrepreneurs are generally single, have an income less than $20,000, and have access to a personal computer with a connection to the Internet.

In order to gain further insight into the profile of young non-entrepreneurs and how they might best be reached via media and marketing, various demographic questions were asked including Internet usage, favourite types of media programming, marital status, and income.

Results reveal that a large majority of young non-entrepreneurs have access to a personal computer and a connection to the Internet. Specifically, seven in ten non-entrepreneurs can access the Internet through a personal computer, while the remaining three in ten do not have such access. Within the population, those most likely to have Internet access through a personal computer include Anglophones, and those under 25 years of age. (Appendix C, Table 52)

The favorite websites among non-entrepreneurs who surf the Internet (N=634) vary widely. Those sites mentioned most often by non-entrepreneurs include general sites such as Yahoo (13%) and Hotmail (10%), as well as sports (general: 5%; TSN.com: 4%) and music (Napster: 5%; MuchMusic: 3%; general: 2%) sites. (Appendix C, Table 54)

As for favourite television shows, again, a wide variety of shows are identified by non-entrepreneurs who indicate spending time watching television (N=764). Among the shows most frequently watched by young non-entrepreneurs are Survivor (17%), Friends (17%), and The Simpsons (13%). (Appendix C, Table 55)

Young non-entrepreneurs who report listening to the radio (N=747) are most likely to listen to music. The types of music mentioned most often by non-entrepreneurs are country (21%), rock (19%), and alternative (17%). Less than one in ten respondents (8%) say that they usually listen to news programs on the radio. (Appendix C, Table 56)

Of the young non-entrepreneurs interviewed, the vast majority are single (74%), while only one-quarter are currently married or living as married (23%), and very few are divorced or widowed (1%). Not surprisingly, the likelihood of being married increases dramatically among the older respondents, with just over half of those aged 25 to 29 being married at the present time. Of note, there is a higher rate of married respondents among those non-entrepreneurs working full-time compared to those working only part-time or those not presently working. (Appendix C, Table 57)

As one might expect among a sample of young non-entrepreneurs, the level of income reported in the past year is typically quite low. Overall, one-third of non-entrepreneurs aged 15 to 29 reports making less than $5,000 before taxes in the year 2000. Another one-third of those interviewed reports making between $5,000 and $19,999 in the past year, while two in ten say they made at least $20,000 last year. Not surprisingly, income rises with age and education level. (Appendix C, Table 58)

Information Pertaining to Junior Achievement Entrepreneurs

In this section of the report, CRA presents a brief summary of the views of a sample of 69 young entrepreneurs gathered from Junior Achievement sources. It should be cautioned that the majority of respondents in this sample are very young (aged 15-19) and are from Newfoundland.

In general, the survey results from the sample of young entrepreneurs drawn from Junior Achievement sources are similar in most respects to those from the larger sample of young entrepreneurs.

Of note, it should not be surprising to find that the businesses of Junior Achievers sampled are almost entirely part-time, as the vast majority of respondents in this sample are in junior high or high school. The most common businesses listed by respondents in this sample include arts and crafts, or general retail. Notably, four in ten Junior Achievers have parents who are/were business owners, a figure that is slightly below that found for other young entrepreneurs.

One difference noted for the sample of Junior Achievers is the most important reason for starting the business. Junior Achievers are more likely to say they started their business for the experience, whereas young entrepreneurs in the larger sample claim they did so for the independence provided by being their own boss. Nevertheless, Junior Achievers are in agreement with other young entrepreneurs in that the biggest obstacle to starting a business is the lack of money.

In keeping with the larger sample, Junior Achievers state that the advice of a mentor is the most common form of skills or advice they have received since starting the business, although sales, management skills, business planning, and business seminars are also prominent. Likewise, the vast majority of Junior Achievers say they would utilize the resources of a mentor in the future, if one were available. Guidance from a mentor, as well as student internships with a business, are also perceived to be the most helpful options to those young people wishing to start a business.

The skills claimed to be lacking by Junior Achievers are also the same as that found in the larger sample and include e-commerce, exporting, and bookkeeping. In terms of the format for learning new skills, it is noteworthy that Junior Achievers would most prefer to undergo training in either a short one or two day seminar, followed by a classroom setting with other young business owners. This latter finding contrasts with that of the larger sample.

With respect to the influence of various people and programs on career choices, Junior Achievers are largely similar to other young entrepreneurs, with a few exceptions. While Junior Achievers agree with other young entrepreneurs in placing great importance on parents and guardians, as well as local business people, Junior Achievers cite their teachers and instructors as having the greatest influence on their career. In addition, Junior Achievers place a high degree of importance on career fairs and other promotional events, a finding at odds with other young entrepreneurs.

Concerning financial assistance, Junior Achievers report finding out about various sources of assistance through schools and Junior Achievement. As for where financial assistance is available, the most common sources named by Junior Achievers are banks, family and the Y-Enterprise Program. In addition, only about one in five Junior Achievers is aware of the Young Entrepreneurs ConneXion program, a rate that is far below that of other young entrepreneurs.

As for the role of the government, Junior Achievers believe it is important for the government to make financing available to young people wishing to start a business. Moreover, Junior Achievers believe that many forms of financial and non-financial assistance are presently available from the government.

Of interest, the Junior Achievers sampled indicate a strong preference to be called an "entrepreneur" as opposed to "self-employed" or a "business owner." This preference differs from the larger sample of young entrepreneurs who had no preference among the three terms.

Finally, concerning the usage of various forms of media, results from Junior Achievers are consistent with those from the larger sample of young entrepreneurs in that the most time is spent listening to the radio, watching television, or surfing the web.

Key Findings

Key Findings from the Qualitative Research

This section of the report will provide the in-depth results of the qualitative portion of the research consisting of one-on-one interviews with representatives from government agencies and lending/funding institutions. Throughout the report these parties will be referred to as participants.

A central focus of this research was to obtain information on young entrepreneurs and current young entrepreneur programs, and to gather recommendations as to how these programs can be improved.

The Interview Protocol for this portion of the research is presented in Appendix D.

Programs For Young Entrepreneurs

There has been marked improvement in young entrepreneur programs, but more training is required to prepare young people for a career in entrepreneurship.

Participants were asked to share their views on the development and need for young entrepreneurial programs.

Participants noted there has been a significant improvement over the past couple of years in regard to the development of programs for young entrepreneurs. For the most part, participants felt that there were sufficient programs in place and many considered it essential that these programs continue. Despite these findings, participants recognized that there is a need to better promote these programs and services. In particular, young entrepreneurs were viewed as requiring assistance and guidance in order to access the information they need to begin their business. Better promotion of these support services would greatly aid young entrepreneurs during the initial start-up phase of their business.

> *"I don't believe there is a need for more programs, but I do believe that they are essential and the existing ones need to continue."*

> *"Some of the programs could be reviewed, but for the most part I think there are enough programs in place, the trouble is nobody knows how to get access to them, it is finding that information that is singularly the biggest problem."*

> *"We collectively have not done a good enough job in letting young entrepreneurs know what is available, and in most instances, even once we have got them through the door we have not been aggressive enough in causing them to be informed about those programs."*

Although participants felt there was sufficient financial assistance programs in place, they recognized a need for more training programs. Today's young entrepreneur was seen as not being cognizant of what is required to be an entrepreneur. Once young entrepreneurs successfully obtain the financial support they need to start their business, they lack the skills and abilities to manage and run their business on a daily basis. Participants pointed to the fact that more entrepreneurial training courses

and, more specifically, mentorship programs are required to address this issue. In the early stages of their business, young entrepreneurs were seen as requiring a lot of "hand holding" and "coaching." It is important to note that participants often made reference to the training component of the ACOA Seed Capital and Counselling Program, with most acknowledging the inclusion of the training component in this program as a step in the right direction. However, participants also felt that most young entrepreneurs do not take advantage of this training opportunity.

"Just approving money is a dangerous thing if they (young entrepreneurs) don't know what to do with it. A proactive and a hands-on approach with youth is helpful because a lot of the more successful cases acknowledge the fact that they need help, they enjoy receiving help."

"Programming shouldn't be only specifically designed to the Seed Capital component, there shouldn't simply be a financial package. If it is going to be a complete package, it should offer training as well."

Experience with Young Entrepreneurs

There is variation in terms of the level of priority agencies and organizations place on young entrepreneurs. As would be expected, participants displayed varying degrees of experience in terms of young entrepreneurs. For instance, some participants had less than one year of experience dealing or working with young entrepreneurs while others had been assisting young entrepreneurs for over thirty years.

Similarly, there was variation in terms of the type of involvement and level of priority participating organizations placed on young entrepreneurs. For example, the financial and lending institutions tend to be involved in organizations like Junior Achievement, but for the most part they do not consider young entrepreneurs to be a high priority. Young entrepreneurs are seen more as a "focus" as opposed to a "priority" by these organizations. The financial institutions do not anticipate shifts in their organizations' role with regard to young entrepreneurs. It is interesting to note that one participant from a financial institution indicated that the only thing that distinguishes young entrepreneurs from entrepreneurs is their age. This participant also acknowledged that young entrepreneurs are the future business leaders of tomorrow and therefore should be considered a greater priority. This particular financial institution may consider bundling some services that might be attractive to young entrepreneurs.

"Young entrepreneurs are an important target group for the bank as they are our future prospects. They are an important market segment because they are going to be the future business leaders and the corporate citizens of tomorrow."

In contrast, other organizations adopt a more active role with young entrepreneurs, with most providing direction and support. Participants in such agencies and organizations have experienced an increase in demand for service from this population and most perceive the need for such services will continue to grow. To keep pace with this demand, participants expect that their organizations will either maintain or afford more attention in this area.

"There are slightly more young entrepreneurs coming through our doors."

"Three years ago there was very little emphasis placed on youth, there was no special effort made to attract them, but in the past three years that has been steadily increasing and each year we devote more of our own financial resources to try to get to young people."

"Our organization is gearing up to better serve our young entrepreneurs. They are our future and more attention should be given to them."

Changes in Today's Young Entrepreneur

Today's young entrepreneurs are more aggressive and self-assured, but most continue to lack the business skills they require to achieve success.

Participants were asked if they have noticed any changes in today's young entrepreneurs. Participants viewed today's young entrepreneurs as more aggressive and self-assured, better educated, better informed and more technologically advanced. Despite possessing these qualities, young entrepreneurs were still seen as not having the knowledge and skills required to run a successful business. This finding was found to be consistent across all participants.

"They are more aware of their potential to do things and I think they are more predisposed to look at entrepreneurship as an option, whereas in the early 90s it was not the case."

"They are better educated, but they are still ill-equipped with business know how."

"Younger people are better equipped with the tools to increase their chance of success, but there are still things there that are invaluable to capture."

"There still seems to be an academia approach to entrepreneurship in the sense that if they complete a business plan and if it is half right, well that is reason enough to move forward. I don't think they fully understand that there is a longer waiting time and a learning curve in getting their business off the ground."

Most young people were described as first becoming exposed to the concept of entrepreneurship through the school system, but the value of such exposure received mixed reviews. For instance, some participants felt that entrepreneurship courses and school curriculum served to create an awareness of entrepreneurship as a potential career option. In contrast, other participants felt the entrepreneurial curriculum was not given the time and resources it deserves. In many cases, the entrepreneurial courses were seen as "easy credits" and did not always attract would-be young entrepreneurs.

"The curriculum has changed in the high schools and they (meaning young people) are more in tune with what entrepreneurship is all about."

"The schools have increased the level of awareness, but they haven't done a bang up job of convincing students that it is a viable career option. There has not been enough training for teachers to position entrepreneurship in the right way. They have probably turned off as many people as they have turned on."

"I think that the entrepreneur classes that they have are weak and in many cases individuals that are less likely to become involved in business are the ones that take these courses. They appear to be easy and this is a class that they can breeze through and they don't have to think about it that much, so they do it for that sake, whereas some of the more motivated students might be taking biology and physics. They don't see business as a serious option and perhaps that in the school system should be addressed."

The changes that have been observed in young entrepreneurs were seen as being reflective of the changes that have occurred in society as a whole. Globalization, the Internet and e-commerce were viewed as having a significant impact on entrepreneurship development.

In addition, some participants considered today's job market to be less secure than that of previous years. Participants who held this viewpoint believed that a high unemployment rate was a contributing factor in the rise of young entrepreneurs.

It is interesting to note that in rural areas, it was indicated that often times if young people want to remain in the area the only job opportunity available to them is to create their own business. Entrepreneurship is often viewed as a means to combat an aging and shrinking population. The survival of some rural communities was regarded as being dependent on whether young people made the decision to remain in their community and begin their own business or move to larger centers to look for employment.

"More and more young entrepreneurs realize that they can no longer rely on others for a job, especially those in the rural areas. They realize that they have to create their own job and they do."

"The population is shrinking and the population here is becoming more and more old and we really have to try and get a higher percentage of young people interested in staying in the area. If they don't, the region is just going to die."

Information Needs of Young Entrepreneurs

Although the initial objective of young entrepreneurs is to access capital, what they require is a better understanding of entrepreneurship as a career option.

Information sought versus what is required

When asked to discuss the information needs of young people who are considering starting their own business, participants made a clear distinction between what information young entrepreneurs **are looking for** and what information they **really need**. More specifically, when starting their own business, young entrepreneurs are eager to obtain information regarding access to capital, but participants agreed that what they really require is a better understanding of what it takes to be an entrepreneur.

"Just getting the money is most important to them, rather than knowing best what to do with it once they have got it."

"I am not sure if they realize the amount of personal commitment that is required to make a business successful. A lot of times they have an idea, and they just want the money to make it work."

They don't understand what people are looking for in terms of financing and the importance of projections and the realism of them. I think a better understanding of what is going to be required for your business is pretty important and a lot of people don't like to deal with the numbers, but it is definitely key to the start-up."

Initially, young entrepreneurs need assistance and guidance in determining what they do not know about running their own business and finding answers to these questions. Many participants noted that developing a business plan was often dependent on a young entrepreneurs' educational background. Young entrepreneurs who have attended university were considered to be more familiar with developing a business plan, while those who have not tended to be less familiar with the process. However, regardless of their level of familiarity, young entrepreneurs were regarded as not realizing the importance of following their business plan, with most seeing its development as simply a means to access capital. Training which addresses the importance of adhering to the business plan was seen as an important area requiring attention.

"They don't see it (forecasting and projections) as a priority, they just see it as a means to an end. They get this information cause they have to and don't realize that it is important to their business. It is hard to get anyone to recognize that a forecast is a budget and something you've got to aim for to live by, rather than just a tool to get the money you need."

It is not until young entrepreneurs begin to develop their business plan that they consider such issues as learning more about their potential markets, examining their human resource requirements, establishing accounting practices and thinking about legal matters (e.g., registering their business). The value of marketing is often overlooked initially because young entrepreneurs find it hard to justify spending the money. One participant explained 'we have to push it on them.' Many participants agreed that young entrepreneurs are anxious to get the money and get started, often sacrificing valuable preliminary start-up research.

"Once they're ready to start it's hard to hold them back."

"It's a lot easier to train them before they get the money."

Access to and Promotion of Programs and Services

Most believe that youth entrepreneurial programs are not adequately promoted within the education system and that there was a need for a one-stop information resource for youth interested in starting their own business.

The information young entrepreneurs require was regarded as available, but very difficult to access. Often, potential young entrepreneurs were viewed as becoming frustrated with the process of

starting their own business because they could not readily gain access to the information they seek. Participants felt that the system lacked a single reference source or "one-stop shop" where potential young entrepreneurs can go to find out what services and supports are available. The information that is available and how it can be accessed is not promoted to its fullest potential. This was identified as an area that requires further attention.

"There is no one-stop shop, it is still pretty disparate and difficult to ask some basic questions. Youth are still intimidated, although they are self confident and all that sort of stuff, there are a lot of them that are so self confident they feel that they can do this themselves and will try and do this themselves rather than asking some of the fundamental questions. Somehow we have got to have an ability for youth to interact to ask some basic questions."

"They are not accessing the information because they don't know that it's available. They stumble on it more so by chance then design."

Participants felt there was a need to better promote the services that were available to young entrepreneurs. When asked, participants typically identified the school system (high school, community college and university) as an effective venue for creating a general awareness of entrepreneurship as a career option. In addition, this would also serve to introduce students to the services and supports that are available to them, should they decide to pursue a career in this field.

"Schools are very important in the promotion of these services. You have their attention while they are in school, so they should be made aware of the programs at that time."

"You have got to get the teachers to disseminate the information, otherwise it just sits on their desks and it doesn't go anywhere."

Many participants also noted the value of having successful young entrepreneurs provide presentations to high school classes as a means to promote entrepreneurship as a career option. This method of communication was viewed as being potentially beneficial, as it would clearly demonstrate that young people could be successful in the business community. Young positive role models were seen as having a positive effect on young people.

"They want to hear it from their peers, they don't want to hear it from someone who is ten or 15 years older. You don't want Ganong, or McCain or Craig Dobbin because they are so far removed from reality that they can't identify with them."

"We need to tap into young entrepreneurs who are willing to talk about their successes and how they did it at the high school and university level. We need to touch kids three hundred at a time."

In addition to these experiences through the educational system, the Internet, the radio and continued face-to-face contact were seen as successful means to promote the services that are currently available to young entrepreneurs. School and entertainment newspapers, such as 'The Coast', were cited as effective information sources for young entrepreneurs. Participants did note that TV is also an effective means to promote these services, but it was viewed as a costly method to do so.

It was suggested that the channels used to promote youth entrepreneurship should be based on the media best accepted by this age group and easily accessible to a wide range of youth. One participant felt that the Internet is only successful in reaching a select segment of web-savvy youth.

Building a Business

Steps Followed

Access to capital financing and adhering to their business plans are the two most significant challenges young entrepreneurs face in building their businesses.

When asked to describe the steps young entrepreneurs take when building their business, most participants noted that it all begins with an idea. In most cases, potential young entrepreneurs will discuss this idea with their family and friends to obtain feedback on its appeal. Several participants noted that at this early stage there is no place where young people can easily go to "bounce" their idea off someone. One participant commented that youth have a lot of great ideas; they just need assistance in formulating and nurturing their ideas into a viable business venture.

> *"Staffing the programs with people who are encouraging, certainly for the first contact. It's good to have some kind of due diligence bulldogs somewhere in the system, but you don't want those people to be the first people that a young entrepreneur runs into when they're kind of letting their idea out into the light of day for the first time."*

One issue that came out of the quantitative research is the importance of family in the careers of young entrepreneurs. Although participants in this segment of the research also voiced sentiments to this effect, they were quick to acknowledge that support from family and friends will only take young entrepreneurs so far. In order to successfully move into the next phase of entrepreneurship, youth need an understanding of the many facets of a business. Many will turn to the education system for guidance and support only to find it is not available through this venue.

> *"They go to their schools for support and there isn't any place to go to within the school. Very few young people will find an avenue to support their idea."*

> *"They want to talk about their idea."*

In most cases participants reported that young entrepreneurs come to their agency or organization with a "sketchy" business plan or idea. A limited number of young people will have done some preliminary research with respect to their potential market, but for the most part young people do not realize the upfront work that has to be completed before financial assistance can be ascertained. As previously mentioned, they do not see the importance and value in developing their business plan.

> *"They need information on what being in business is all about and they need to understand that financing is the end line product of a good solid business idea and the research that goes with it."*

Obtaining access to working capital and adhering to their business plan are the two biggest challenges youth face when building their business. Young entrepreneurs who successfully obtain working

capital often times were seen as not realizing the importance of following their business plan, and in most cases did not realize the importance of their plan until they were faced with financial difficulties. Having a mentor to provide assistance to young people in the initial years of their business and demonstrating to them the importance of adhering to their business plan was seen as the most effective way to overcome this hurdle.

> *"They need motivational information. Need to be able to talk to people that will listen and guide them."*

> *"I'd include a chat process…often people want to come in for 'a chat.' They don't necessarily want to come in to fill out the application form or to pick up documents or present their business plan. They want to come in and just say, 'I've got this idea. What do you think it would take, do you think it would work and how would I go about it?' That kind of personal interaction would work well and isn't readily available."*

This approach meshes well with results from the quantitative research. Interviews with young entrepreneurs demonstrate that they recognize the challenge presented in obtaining the necessary capital to start a business, and that they understand the benefits that a mentor can provide, but they seem to underestimate the basic skills required to operate a successful business.

In general, $15,000 was seen as the maximum amount of financing available to young people who wish to start their own business. It is important to note that many participants felt that $15,000 was not a sufficient amount of capital to ensure the long-term success of a business.

> *"What we are finding is the young entrepreneurs are in the building, their first month's rent is paid, the equipment is bought and the lease holds are complete, but yet they have no working capital to grow the business or to move it in that direction."*

The challenge young people face when trying to access working capital is they have no personal equity and many are currently relying on their family and friends to access the funds they require to maintain their business. With little or no capital of their own as an investment and traditional lending institutions are reluctant to approve funding. Most of these young entrepreneurs also have large student loans, which also impede their ability to generate working capital. In addition, some young entrepreneurs also tend to be intimidated by bankers and professional business people, and as a result lack the confidence to aggressively pursue the money to finance their ideas.

To overcome these challenges and to take their business in a forward direction, young entrepreneurs were seen as requiring advice and counselling from people in the business community who have undergone the same process. Establishing mentoring programs that are made mandatory by the lending institutions was seen as a means to overcome this issue.

"We can help build their characteristics – during their developmental years."

"It's cheaper for them to learn from someone else's mistakes."

Financial Assistance

Financial programs need to be reviewed, both in terms of amount of available capital as well as training requirements.

Participants were able to identify many of the financial programs that are available to young entrepreneurs. The most frequently mentioned programs included YES, Y-Enterprise, Youth Venture Program, Metro Business Opportunities, Chartered Banks, and the Seed Capital and Counselling Program.

With respect to financing, many participants felt there are sufficient financial programs, however these programs need to be reviewed. More specifically, the amount at which these programs are capped and the addition of a mandatory mentoring program were areas seen as requiring further investigation. One participant from a lending institution suggested that there be a program that combined entrepreneurship training and financing. He envisioned this program as having several rounds of training and financing, with each successive round of financing being dependent on achieving some predetermined level of success.

"There should be subsequent rounds of financing available and a mentoring component attached to this program. For example, there would be several financing phases, with the first phase being access to $15,000. To move to each of the phases there would be a prequalifier whereby the young entrepreneur would have to produce some level of success to move to the next phase."

Although participants felt that the prerequisites of the current financing programs were adequate, some participants noted that often times difficulties arise due to the age requirements. For instance, some participants felt that 29 was too early a cut off age, while others believed there should be different criteria for different age groups.

"The age requirement is too restrictive. There should be a 15 to 18 component, than a 19 to 22 component and then a 23 year and older component."

Differences Among Young Entrepreneurs

Both males and younger entrepreneurs are more apt to take business risks, whereas females and older entrepreneurs are more cautious and are better prepared.

Participants were asked what differences, if any, exist in how young entrepreneurs develop their business. More specifically, participants' views on males versus females, urban versus rural young entrepreneurs, and Francophone versus Anglophone entrepreneurs were sought. Participants were also asked how they felt young entrepreneurs differed from more mature entrepreneurs. The comments provided for each of these differences are presented in the following sections.

Male versus Female Entrepreneurs

In general, female young entrepreneurs were considered to be more cautious, paid closer attention to their business plan and its development and were more willing to take advice. In other words, females were considered to be thorough planners. In contrast, males tended to be more willing to take a risk, paid less attention to their business plan and its development, and showed a general reluctance to take advice.

It was consistently noted that females tend to start smaller, safer business ventures, such as hairdressing salons or craft shops with most consisting of small home-based operations. In contrast, males were more likely to pursue larger, riskier ventures.

> *"Women tend to come to us better prepared because they do not take for granted that funding will be given to them. Men tend to act in the opposite way."*

> *"Women tend to be better at planning than men."*

> *"Women usually being the primary care givers, will have to consider child care issues to a greater extent than a lot of men have to."*

It is also interesting to note that many participants felt that either there were an equal number of males and females exploring entrepreneurship as a career option, or slightly more males than females embarking on this career option.

Urban versus Rural Entrepreneurs

For the most part, participants indicated that both urban and rural young entrepreneurs have to follow the same process and take into the consideration the same factors when exploring the possibility of establishing their business. Some participants indicated that in rural areas young entrepreneurs would have better access to mentors due to the smaller community size. In contrast, others believed urban young entrepreneurs had more opportunities and were in a better position to talk face-to-face with individuals who could provide them with support and guidance.

> *"The Valley doesn't have a lot for assistance."*

"Not all Nova Scotians have access to support. The system still needs work."

"I think that rural Prince Edward Islanders tend to be more interested in entrepreneur opportunities than urban Prince Edward Islanders. There's generally less opportunity in rural areas, so people are more willing to look at a broader range of options."

Francophone versus Anglophone Entrepreneurs

In general, participants did not readily identify any differences in terms of how Francophone and Anglophones go about starting their business. Both Francophone and Anglophone young entrepreneurs follow the same process and encounter the same difficulties when they pursue a career in entrepreneurship. Despite this finding, it is worth mentioning that a few participants noted that although information that is distributed by the federal government is available in both official languages, some of the information available through other groups and associations is only provided in English.

One participant noted that French communities tend to be more supportive of the young entrepreneurs in their midst. This participant further explained that there is a fear of youth leaving the community if sufficient career opportunities are not made available to young adults.

"The Francophone community tends to be more supportive of initiatives by their youth."

Older versus Younger Entrepreneurs

There are distinct differences between entrepreneurs under the age of thirty and those over the age of thirty. Most notably, younger entrepreneurs are more willing to take risks, are less cautious, more aggressive, and are less likely to pay attention to the development of and consequently adherence to their business plan. They also come to the table with less personal equity. In contrast, older entrepreneurs are more apt to be risk adverse, are cautious, pay closer attention to the development of their business plan, tend to grow their business by using their business plan, and come to the table with more personal equity.

"The main positive difference is that they (young entrepreneurs) are more willing to take risks. Young entrepreneurs tend to have the ability to go without sleep longer. And they tend to have fewer family responsibilities."

Understandably, older entrepreneurs have more family responsibilities to keep in mind when investing time and money into a new venture. Not surprisingly, more time is spent on the preliminary research and planning. Many participants also attribute the more sophisticated start-up process to the larger degree of experience that older entrepreneurs possess, and the wider network of friends and support to which they have access.

Building the Ideal System to Assist Young Entrepreneurs

Business training and mentorship are key elements in assisting young entrepreneurs.

When asked to design the ideal system to assist young entrepreneurs in starting their business, most identified "business training," "business counselling" and/or "mentorship programs" as key elements to be included. As previously mentioned, participants believe that most young entrepreneurs have good ideas, but for the most part they lack the business sense to transform their ideas into sound, viable business propositions. The ideal system would assist young entrepreneurs in developing the business skills they require.

"Lacking a dedicated staff to work from start to finish with young entrepreneurs."

"Everybody has different strengths and weaknesses. They need mentoring."

The ideal system would also be proficient in stimulating awareness of entrepreneurship as a viable career option among today's youth. Working with the school system, the ideal system would begin introducing young people to entrepreneurship and what it entails at a very young age.

"Young people need to know what entrepreneurship is all about."

"Awareness placed in schools and in the curriculum is key."

This system would have a "one-stop shop" approach to accessing information. Young people would be made aware of their ability to consult one entity and from there be able to access all the information they require.

"One-stop shop – so they don't have to run around to get the information."

Young Entrepreneurs – A Profile

Changes in both the promotion of entrepreneurship and the economy itself were seen as influencing the number of young people exploring entrepreneurial careers.

Participants were asked to provide a brief description of the types and kinds of young entrepreneurs who have contacted their organization or agency. It is interesting to note that while there was some variation in terms of the percentage of participants' clients who were under the age of 29, many indicated that approximately 20 percent of their client base fell within this age range. Most participants believed that the percentage of young entrepreneurs contacting their organizations has and will continue to increase in the coming years.

Participants provide a variety of reasons explaining the increase in the number of young people who are pursuing an entrepreneurial career. In some cases, participants felt that the promotion of entrepreneurship as a career option for young people has lead to this increase, while others believe that

a high level of unemployment has caused some young people to pursue such a career. The development of such programs as the ACOA Seed Capital and Counselling Program was also viewed as contributing to the increase in the number of young entrepreneurs.

As the middle-aged entrepreneur moves out of the work force, there will be a need for young entrepreneurs to fill this role. This was the viewpoint held by some of the participants who felt the percentage of young entrepreneurs would continue to increase in the coming years.

Many participants also believed that as the programs and supports continue to evolve for young entrepreneurs, they would serve to attract more young people to the field.

"We've become more well-known to the youth."

It is also interesting to note that participants who felt that the economy was stable, with a low unemployment rate, generally felt that the number of young people exploring entrepreneurship as a career option would diminish. In contrast, those participants who considered the economy to be in a slightly worse state and those who perceived the unemployment rate to be high felt that the number of young entrepreneurs would increase. Participants working in rural areas most notably expressed this latter viewpoint. More specifically, these participants indicated that there is conscious effort to encourage young people to remain in these rural areas and pursue an entrepreneurial career. Attracting and keeping young people in these communities were seen as essential to the survival of these areas.

"There's even more of a fear of youth out-migration in the Acadian community than in the regular Atlantic Anglophone community. So there's more of an effort put into keeping youth in the community and encouraging them."

On another matter, participants reported that young entrepreneurs continue to establish their businesses in the service industry sector. Most participants felt that young people decided to establish a service based business because it is the type of business with which they are most familiar and comfortable. Aside from the service sector, the retail sector was also viewed as an area where a lot of young people decide to establish their business.

"A lot of personal service businesses…we have not had many people applying to us in the Arts. I don't think people really think that entrepreneurship money is for their screen writing business or their film making business."

"Primarily we've had people that want to establish retail outlets, service outlets, food businesses, child friendly businesses, and home-based businesses too. A lot of people don't want to go out and rent a store front and commit to that kind of expense."

More recently, there has been a slight shift in the types of businesses young people seek to establish, but despite this shift most continue to remain in the service sector. Most notably, there has been a slight increase in the number of young entrepreneurs attempting to establish businesses in the IT sector. As the IT sector as a whole continues to grow most participants felt that the number of young people attempting to establish businesses within this sector would also continue to grow. One

participant acknowledged that young people have a greater confidence in their ability to use technology and recognize that these skills may present an advantage for them.

"Young people are pioneering the industry."

"Grade 10 students are developing websites and IT troubleshooting."

Mainly, participants believed that young entrepreneurs are starting small, sole proprietorship businesses, with a limited few having more than one staff member. Having one to two employees was considered the norm for young entrepreneurs. With respect to sales, participants provided a variety of different responses to this question. Most provided a figure between the range of $20,000 and $100,000 as the gross annual sales in the first year of establishment.

"They're starting up small companies. I mean obviously everything starts (small), it's the Ed Mirvish with a push cart syndrome, people very rarely set out to start large companies and again on a purely anecdotal basis most of the applications that I've seen that have been for creating something large or even medium have either been acts of desperation or poorly thought out."

"A lot of people are sole proprietorships and have maybe some part-time help."

In terms of personal investment, participants indicated that young people are generally required to invest between 15 and 20 percent. In terms of dollar value, typically participants indicated that it translated into about $15,000 to $25,000.

Looking Forward

Incorporating mentorship into existing programs and dealing with the inherent difficulties of mentoring requires further attention.

In order to better assist young entrepreneurs in their endeavors, participants again noted that there needs to be greater attention paid to equipping young people with the skills and knowledge they require to run a successful business. To better meet the needs of young entrepreneurs, participants suggested that more emphasis be placed on complementing financial programs with mandatory business training, counselling or mentorship programs.

"Programs don't have the luxury of guiding young entrepreneurs."

"Young people come in wanting to start a business, not knowing what it entails."

To increase uptake of the mentoring and training programs that are currently available, there is a need to place greater emphasis on the importance of young entrepreneurs acquiring business skills. More specifically, participants suggested having entrepreneurship camps and more networking training as two methods by which young people can learn the merits of having business skills.

"Programs need to let them have first-hand experience without the financial consequences."

"I think there's lots of people out there who would be interested in pursuing an entrepreneurial career, but you have to have people with the time to deal with them."

Although participants throughout the interview continually made reference to the importance of mentorship, many also acknowledged that attracting and maintaining appropriate mentors is a challenge. Mentoring was viewed as involving a significant commitment on the part of already very busy business people. In most cases, mentoring is undertaken on a volunteer basis, but some participants felt that mentors should be compensated for their time in some way. This is an area that requires further investigation.

"We can't expect to build a mentorship system through the existing entrepreneurs. The odd one will work, but these people are too busy to commit to serious mentorship on a regular basis."

"In my circumstances, when we first started doing the youth program, I promoted the heck out of it and got a tremendous response but, as the workload grew with it, I eased off because I can't deal with the workload on a purely volunteer basis."

"There is an expectation that people will help. There are costs associated that are barely covered and time that is not covered."

In closing, it is important to note that some participants emphasized the importance of incorporating the ideas and opinions of young entrepreneurs when deciding upon steps for future growth of programs. Many participants said they felt that youth should play a more active role in determining how their needs can best be met. Further research, such as focus groups with young entrepreneurs, was commonly mentioned as an ideal starting point to better understanding how programs could be tailored to meet the needs of young entrepreneurs.

"Young people need to be more actively involved in the input of the programs."

Study Methodology

Quantitative Research

This portion of the study was designed to complete telephone interviews with two populations of young Atlantic Canadians aged 15 to 29: a representative sample of young entrepreneurs, as well as a representative sample of young non-entrepreneurs. Questionnaires were designed by CRA in consultation with ACOA staff. Both surveys were administered by telephone, with interviewing of non-entrepreneurs taking place between February 28 and March 16, 2001, and the interviewing of entrepreneurs between April 5 and May 9, 2001. Interviews with entrepreneurs took approximately 17 minutes to complete, on average, while interviews with non-entrepreneurs took approximately 20 minutes, on average. Interviews were conducted by fully-trained and supervised interviewers, with ten percent of all interviews verified by a field supervisor either through callbacks or monitoring.

Entrepreneurs

In an effort to conduct interviews in a cost-effective manner with as many young entrepreneurs as possible in the Atlantic region, the sample for the young entrepreneurs was solicited from a variety of sources including but not limited to Business Development Corporations/Centres in Atlantic Canada, Regional Development Agencies in each of the Atlantic Provinces, University Business Development Centres, Economic Development Commissions in many cities throughout the Atlantic region, ACE Canada, Realm Magazine, The Centre for Entrepreneurship Education and Development in Halifax, all Chambers of Commerce and Boards of Trade in the Atlantic Provinces, Junior Achievement offices in the Atlantic Provinces, the YES program in Nova Scotia, and from the Atlantic Canada Opportunities Agency. In addition, a "snowball" sample method was utilized whereby young entrepreneurs and non-entrepreneurs interviewed in the study were asked to provide names of young entrepreneurs. Similarly, names of young entrepreneurs were recruited directly utilizing several of CRA's syndicated research instruments including the *Atlantic Omnibus Survey*, the *Saint John Metro Quarterly*, and the *Halifax Metro Quarterly*. The data set for these respondents was weighted in order to ensure that it matched the age, gender and provincial demographics of self-employed 15-29 year olds in Atlantic Canada according to the 1996 Census. A total of 589 interviews were conducted with young entrepreneurs, yielding results that are accurate to within ±4.0 percent, 95 times out of 100.

Although the data set was weighted to ensure it matched the demographics of the 15-29 year old entrepreneurs in Atlantic Canada, it is worth noting that the sampling technique employed to identify young entrepreneurs was directed towards development agencies, development corporations, and other "government-related" sources. It is recognized that there is considerable complexity in ascertaining the extent to which young entrepreneurs in the population are associated with these types of sources. Nevertheless, the fact that a majority of the sample comes from government or government-related sources should be kept in mind when evaluating the views of young entrepreneurs on issues relating to sources of funding and business assistance.

In addition to the above sample of young entrepreneurs, CRA conducted interviews with a group of 69 young entrepreneurs specifically associated with Junior Achievement organizations. Data from

these individuals were not combined with the larger sample of young entrepreneurs due to important differences between Junior Achievement businesses and "true" businesses.

Non-entrepreneurs

The sample for the young non-entrepreneurs was designed to complete interviews with a representative sample of young Atlantic Canadians aged 15 to 29 years of age who have never owned a business. Age and gender quotas were predetermined to ensure the number of interviews with these groups was proportionate to that found throughout the region. The final data set was weighted by province to ensure that the sample matched the population demographics across Atlantic Canada. A total of 800 interviews were conducted with young non-entrepreneurs, yielding results that are accurate to within ±3.5 percent, 95 times out of 100.

Sample Size and Tolerances

As noted, a sample of 589 young entrepreneurs in Atlantic Canada produces a sampling error of ±4.0 percent in 19 out of 20 samples. A sample of 800 young non-entrepreneurs in Atlantic Canada produces a sampling error of ±3.5 percent in 19 out of 20 samples. Margins of error for various sub-samples and proportions will vary. Therefore, a selection of sampling tolerances is presented in the following table:

Sample Size	Proportion				
	90/10	80/20	70/30	60/40	50/50
50	8.3%	11.1%	12.7%	13.6%	13.9%
100	5.9%	7.8%	9.0%	9.6%	9.8%
150	4.8%	6.4%	7.3%	7.8%	8.0%
200	4.2%	5.5%	6.3%	6.8%	6.9%
300	3.4%	4.5%	5.2%	5.5%	5.7%
400	2.9%	3.9%	4.5%	4.8%	4.9%
500	2.6%	3.5%	4.0%	4.3%	4.4%
600	2.4%	3.2%	3.7%	3.9%	4.0%
700	2.2%	3.0%	3.4%	3.6%	3.7%
800	2.1%	2.8%	3.2%	3.4%	3.5%

Completion Results: Entrepreneurs

Among all eligible young entrepreneurs contacted (including Junior Achievers), the response rate was 65 percent. Response rate is calculated as the number of cooperative contacts (1175), divided by the total number of eligible telephone numbers called (1814). The final disposition of all telephone numbers called is shown below according the Professional Market Research Society (PMRS) Standard Record of Contact Format.

A. Total Numbers Attempted	**2327**
Not in Service	215
Fax/Modem/Blocked Number	38
Cell Phone/Pager	25
Incorrect Number/Address	201
Duplicates	34
B. Total Eligible Numbers	**1814**
Busy	11
Answering Machine	174
No Answer	103
Call Backs	62
Illness, Incapable	5
Selected/Eligible Respondent Not Available	180
C. Total Asked	**1279**
Gatekeeper Refusal	24
Respondent Refusal	72
Terminated	8
D. Co-operative Contacts	**1175**
Disqualified (Age, Non-business owner)	517
Complete (Active Young Entrepreneurs)	589
Complete (Junior Achievers)	69
Response Rate (D/B)	**65%**

Completion Results: Non-entrepreneurs

Among all eligible young non-entrepreneurs contacted, the response rate was 57 percent. Response rate is calculated as the number of cooperative contacts (12,993), divided by the total number of eligible telephone numbers called (22,997). The final disposition of all telephone numbers called is shown below.

A. Total Numbers Attempted	27,035
Not in Service	3,169
Fax/Modem/Blocked Number	374
Business Number	362
Incorrect Number/Address	142
Duplicates	11
B. Total Eligible Numbers	22,977
Busy	144
Answering Machine	1,425
No Answer	3,171
Call Backs	900
Language Problem	72
Illness, Incapable	135
Selected/Eligible Respondent Not Available	575
C. Total Asked	16,555
Gatekeeper Refusal	1,736
Respondent Refusal	1,718
Terminated	108
D. Co-operative Contacts	12,993
Disqualified (Age, Business Owner)	10,884
Quota Full	1,309
Complete	800
Response Rate (D/B)	**57%**

Qualitative Research

A total of 34 one-on-one interviews were conducted between February 5 and February 19, 2001. Professionally trained interviewers conducted all interviews. More specifically, a CRA Research Associate conducted the 24 English interviews, while a senior researcher at ADCOM GROUP Inc. conducted the 10 French interviews. Interviews were conducted by telephone, with each

interview lasting between 45 to 60 minutes. Overall, 15 interviews were conducted with representatives from Government Departments and Agencies, while 19 interviews were conducted with representatives from lending/funding institutions.

Based on the sample provided by ACOA, the total number of interviews completed throughout Atlantic Canada are as follows: Newfoundland 6, Nova Scotia 13, Prince Edward Island 4, New Brunswick 11. The following table details the Government Departments and Lending Institutions with whom interviews were conducted.

Government Departments and Agencies	
Name of Agency	**# of Interviews**
ACOA/APECA	3 English/2 French
Atlantic Colleges Committee for Entrepreneurial Development Inc.	1 English
Canada/Nova Scotia Business Service Centre	1 English
Canadian Youth Business Foundation	1 English
Canada—Prince Edward Island Business Service Centre	1 French
Canada—New Brunswick Business Service Centre	1 French
Centre for Entrepreneurship Education and Development	1 English
Training and Employment Development New Brunswick	1 English
Enterprise Cape Breton Corporation	1 English
Newfoundland/Labrador Entreprise	1 English
Youth Entrepreneurial Skills Program Department of Economic Development (NS)	1 English

Lending and Funding Institutions	
Name of Agency	**# of Interviews**
Acadia Centre for Small Business and Entrepreneurship	1 English
Annapolis Ventures Ltd.	1 English
Banque de développement du Canada Place BDC	1 French
Burin Peninsula Community Business Development Corporation	1 English
Business Development Bank of Canada	2 English
Caisse populaire de Lamèque	1 French
Centre de développement et d'entrepreneurship Chaleur inc.	1 French
Centre for Women in Business – Mount Saint Vincent University	1 English
Centre Jodrey Université Sainte-Anne	1 French
Cumberland Development Corporation Ltd.	1 English
East Prince Development Inc.	1 English
Junior Achievement of Mainland NS	1 English
Nortip Development Corporation	1 English
Regional Cooperative Development Centre	1 English
Royal Bank of Canada	1 English
Saint Mary's University Business Development Centre	1 English
Société d'aide au développement des collectivités de la Péninsule acadienne inc.	1 French
Société d'aide au développement des collectivités du Madawaska inc.	1 French

Appendix A:
Questionnaires
Entrepreneurs/
Non-entrepreneurs

General Instructions:
o Interviewer must read each set of instructions for each part of this questionnaire.
o Interviewer must record all responses clearly and verbatim where required.
o Interviewer must avoid paraphrasing or rewording responses.

RECORD FOLLOWING INFORMATION:

Respondent's Name: _____
Telephone #: _____
Community: _____
Postal Code: _____
Sample ID: _____

INTERVIEWER INSTRUCTION: PLEASE NOTE, IT IS VERY IMPORTANT TO RECORD ALL INFORMATION REQUESTED IN THE PRECEDING "GENERAL INSTRUCTIONS" BOX.

Hello, may I please speak with **[NAME FROM SAMPLE]**? **CONTINUE IF RESPONDENT IS AVAILABLE OR SCHEDULE CALLBACK.**

My name is _____ and I work for Corporate Research Associates, a public opinion research company. We are calling today on behalf of the Atlantic Canada Opportunities Agency, or ACOA. ACOA is conducting a study with Atlantic Canadians 15 to 29 years of age who currently have ownership or in the past had ownership in a business.

CONTINUE IF RESPONDENT IS AVAILABLE OR SCHEDULE CALLBACK. IF RESPONDENT ASKS, SAY THE QUESTIONNAIRE TAKES ABOUT 15 MINUTES TO COMPLETE. IF RESPONDENT ASKS HOW WE OBTAINED HIS/HER NAME, SAY: "Corporate Research Associates collected the names of more than 2,000 young Atlantic Canadians who we believe currently own a business. These names were collected from various business magazines, university business development centres, government agencies, members of the general public, as well as several other sources."

1. Is now a good time to ask you some questions about owning a business?

1	Yes	**CONTINUE**
2	No	**ARRANGE CALLBACK**
6	Refuses to participate	**THANK, TERMINATE, AND RECORD**
7	Never have owned a business	**THANK, TERMINATE, AND RECORD**

2. **TERMINATION SCRIPT IF CODE "6" OR CODE "7" IN Q.1:** "Would there be anyone in your household who is 15 to 29 years of age and who currently has ownership or had past ownership in a business"? **IF "YES" TO TERMINATION SCRIPT:** "Would I be able to speak with that person now?" **ARRANGE CALLBACK IF NECESSARY. IF "NO" TO TERMINATION SCRIPT:** "Do you know the names of any other young Atlantic Canadians 15 to 29 years of age who own a business and who we might invite to participate in this ACOA survey of young business owners in the region? **PROBE:** Any others? **RECORD NAMES, TELEPHONE NUMBERS, NAME OF COMPANY, AND COMMUNITY/ ADDRESSES – RECORD AS MANY AS OFFERED – OFFER TO CALLBACK IF RESPONDENT DOES NOT HAVE INFORMATION AT HAND**

96	**SCHEDULE CALLBACK IF NECESSARY AND CONTINUE**
97	Refused
98	Don't know any other young business owners

3. May I have your age? Are you ... : **READ RESPONSES IN ORDER – CODE ONE ONLY**

1	Under 15	**THANK, TERMINATE, AND RECORD**
2	15 to 19	**CONTINUE**
3	20 to 24	**CONTINUE**
4	25 to 29, or	**CONTINUE**
5	30 or older	**THANK, TERMINATE, AND RECORD**
VOLUNTEERED		
7	Refused	**THANK, TERMINATE AND RECORD**

4. **TERMINATION SCRIPT IF "REFUSED" OR NOT 15-29 YEARS OF AGE IN Q.3:** "Would there be anyone in your household who is 15 to 29 years of age and who currently has ownership or had past ownership in a business"? **IF "YES" TO TERMINATION SCRIPT:** "Would I be able to speak with that person now?" **ARRANGE CALLBACK IF NECESSARY. IF "NO" TO TERMINATION SCRIPT:** "Do you know the names of any other young Atlantic Canadians 15 to 29 years of age who own a business and who we might invite to participate in this ACOA survey of young business owners in the region? **PROBE:** Any others? **RECORD NAMES, TELEPHONE NUMBERS, NAME OF COMPANY, AND COMMUNITY/ ADDRESSES – RECORD AS MANY AS OFFERED – OFFER TO CALLBACK IF RESPONDENT DOES NOT HAVE INFORMATION AT HAND**

96	**SCHEDULE CALLBACK IF NECESSARY AND CONTINUE**
97	Refused
98	Don't know any other young business owners

5. Do you presently operate or have you in the past owned a business or had ownership in a business?
CODE ONE ONLY – *PROBE FOR DETAILS IF "YES"*

1	Yes, now	**CONTINUE**
2	Yes, in the past	**CONTINUE**
3	Yes, both in past and now	**CONTINUE**
4	No	**THANK, TERMINATE AND RECORD**
7	Refused	**THANK, TERMINATE AND RECORD**

WATCH QUOTA IN TERMS OF WHETHER RESPONDENT PRESENTLY ("YES, NOW" IN Q.5) OR PREVIOUSLY ("YES, IN THE PAST" IN Q.5) OWNED A BUSINESS. IF QUOTA FILLED IN TERMS OF "YES, IN THE PAST" OWNED A BUSINESS, THANK AND TERMINATE BY SAYING: "This concludes our survey with young Atlantic Canadians who formerly owned a business. Thank you for your time today."

6. **TERMINATION SCRIPT IF "REFUSED" OR "NO" IN Q.5:** "Would there be anyone in your household who is 15 to 29 years of age and who currently has ownership or had past ownership in a business"? **IF "YES" TO TERMINATION SCRIPT:** "Would I be able to speak with that person now?" **ARRANGE CALLBACK IF NECESSARY. IF "NO" TO TERMINATION SCRIPT:** "Do you know the names of any other young Atlantic Canadians 15 to 29 years of age who own a business and who we might invite to participate in this ACOA survey of young business owners in the region? **PROBE:** Any others? **RECORD NAMES, TELEPHONE NUMBERS, NAME OF COMPANY, AND COMMUNITY/ ADDRESSES – RECORD AS MANY AS OFFERED – OFFER TO CALLBACK IF RESPONDENT DOES NOT HAVE INFORMATION AT HAND**

96	**SCHEDULE CALLBACK IF NECESSARY AND CONTINUE**
97	Refused
98	Don't know any other young business owners

7. Of the languages you understand, which one do you use most often in your everyday life? **DO NOT READ**

1 English
2 French
3 English and French equally
9 Other

8. In which language would you prefer to be interviewed? **CODE ONE ONLY**

1 English
2 French

9. Gender: **(BY OBSERVATION): CODE ONE ONLY**

1 Male
2 Female

10. Do you know the names of any other young Atlantic Canadians 15 to 29 years of age who own a business and who we might invite to participate in this ACOA survey of young business owners in the region? **PROBE:** Any others? **RECORD NAMES, TELEPHONE NUMBERS, NAME OF COMPANY, AND COMMUNITY/ ADDRESSES – RECORD AS MANY AS OFFERED – OFFER TO CALLBACK IF RESPONDENT DOES NOT HAVE INFORMATION AT HAND**

---

96 **SCHEDULE CALLBACK IF NECESSARY AND CONTINUE**
97 Refused
98 Don't know any other young business owners

11. What type of business [do/did] you own? That is, what is the primary line of work your business [does/did]? **PROBE:** Anything else? **DO NOT READ RESPONSES – CODE AS MANY AS APPLY - IF RESPONDENT HAS OWNED MORE THAN ONE BUSINESS, ASK ABOUT MOST RECENT STARTED – RECORD FIRST/ SUBSEQUENT MENTIONS SEPARATELY**

01 Computer repair
02 Web design
03 Food service/Beverage service
04 Clothing sales
05 Coffee shop
06 Bakery
07 Washing cars
08 Painting houses
09 Auto repair
10 Graphic design
11 Retail (general)
12 Software development
13 Financial services
97 Refused
99 Other (Specify: _____)

12. Now or at any point in the past did you operate your business on a full-time basis, or has it been strictly on a part-time basis? **CODE ONE ONLY – PROBE FOR SPECIFICS - IF RESPONDENT HAS OWNED MORE THAN ONE BUSINESS, ASK ABOUT MOST RECENT STARTED - WATCH QUOTAS IN TERMS OF WHETHER RESPONDENT IS/HAS BEEN A PART-TIME OWNER ONLY IN Q.12 – DO NOT READ RESPONSES**

1 Full-time basis now
2 Full-time basis in the past
3 Part-time basis now
4 Part-time basis in the past
7 Refused
9 Other **(SPECIFY:**_____)

13. How old were you when you started your [first] business?

RECORD AGE: _____
97 Refused
98 Don't recall

14. What was your single most important reason for starting or owning your own business? **PROBE:** Anything else? **DO NOT READ RESPONSES – CODE AS MANY AS APPLY – RECORD FIRST/SUBSEQUENT MENTIONS SEPARATELY**

01 It is an income/a job
02 Change in lifestyle
03 Higher earnings potential/Make lots of money
04 Family tradition
05 Personal accomplishment
06 Fulfil a goal
07 Being my own boss/independence
08 Fun
10 Creating jobs
11 Contributing to my community
12 Providing a product or service
13 Able to pay the bills
14 Better than being unemployed
97 Nothing
98 Don't know/No answer
99 Other (**SPECIFY:** _____)

15. What is the highest level of education you have completed? **DO NOT READ RESPONSES – CODE ONE ONLY**

01 Elementary school (Grades 1-8)
02 Some high school
03 Graduated high school/vocational
04 Some community/tech. college
05 Graduated community/tech. College
06 Some university
07 Graduated university
08 Post-graduate training/degree
09 Trade school
97 Refused
99 Other (**SPECIFY:** _____)

16. Are you currently attending an educational institution, either full-time or part-time? **CODE ONE ONLY – PROBE FOR SPECIFICS IF "YES"**

1 Yes, full-time
2 Yes, part-time
3 No
8 Don't know/No answer

17. **[ASK IF "YES, FULL-TIME" OR "YES, PART-TIME" IN Q.16. DO NOT ASK Q.17a OR Q.17b IF CODES 04-08 CODED IN Q.15]** Which, if any, of the following do you currently attend?
READ STATEMENTS IN ORDER – CODE ONE ONLY PER STATEMENT

a. Junior high
b. High school
c. Undergraduate university programme
d. Graduate university programme
e. Community college
f. Private college
g. Other **(SPECIFY:** _____**)**

1 Yes
2 No
8 Don't know/No answer

18. **[ASK IF CODE 04, 05, 06, 07, OR 08 IN Q.15, AND/OR IF "YES" IN c, d, e, f, or g IN Q.17]** Which certificates, diplomas, or degrees did you earn or are your currently studying for in college or university? **PROBE:** Any others? **DO NOT READ RESPONSES - RECORD AS MANY AS APPLY – PROBE FOR ALL POST-SECONDARY STUDIES TAKEN CURRENTLY OR IN THE PAST**

01 Bachelor of Arts (BA)
02 Bachelor of Business Administration/BBA/Commerce
03 Bachelor of Science (B.Sc.)
97 Refused
99 Other **(SPECIFY:** _____**)**

19. **[DO NOT ASK IF "YES" IN Q.17a, OR IF CODE "01" IN Q.15 – ALL SUCH RESPONDENTS SKIP TO Q.23]** In your high school, [did/do] you take any courses that discuss(ed) starting your own business? **CODE ONE ONLY**

1	Yes	**CONTINUE**
2	No	**SKIP TO Q.21**
7	No such courses offered	**SKIP TO Q.21**
8	Don't know/No answer	**SKIP TO Q.21**

20. In general, would you say the courses you [took/are taking] in high school that discuss(ed) starting your own business [were/are] ... : **READ RESPONSES IN ORDER - CODE ONE ONLY**

1 Excellent
2 Very good
3 Only fair, or
4 Poor
VOLUNTEERED
8 Don't know/No answer

21. **[ASK IF CODE 04, 05, 06, 07, OR 08 IN Q.15, AND/OR IF "YES" (CODE '1') IN 17c, 17d, 17e, 17f, or 17g]** [Did/Are] you [take/taking] any courses that discuss(ed) starting your own business, at any of the educational institution(s) you have attended after high school? **CODE ONE ONLY**

1 Yes
2 No
8 Don't know/No answer

22. **[ASK IF "YES" IN Q.21]** In general, would you say the courses you [took/are taking] after high school that discuss(ed) starting your own business [were/are] ...: **READ RESPONSES IN ORDER - CODE ONE ONLY**

1 Excellent
2 Very good
3 Only fair, or
4 Poor
VOLUNTEERED
8 Don't know/No answer

23. **[DO NOT ASK IF "YES" IN Q.17A]** Now I would like to ask about business skills training or business advice you may have acquired either before or after starting your own business. I am **not** asking in this question about your formal educational training at school, college, or university. In which, if any, of the following areas have you received business skills training or business advice? **READ AND ROTATE STATEMENTS, EXCEPT ALWAYS READ STATEMENT "l" LAST – CODE ONE ONLY PER STATEMENT**

a. Advice from a mentor or experienced business owner?
b. An On-line course?
c. Business seminars?
d. Bookkeeping or accounting?
e. Marketing?
f. Employee motivation?
g. E-commerce?
h. Exporting?
i. Business planning?
j. Management skills?
k. Sales?
l. Any others? **(SPECIFY:** _____**)**

1 Yes
2 No
7 Not relevant to my business
8 Don't know/No answer

24. If a mentor, namely an experienced business owner were available to you with business advice at no cost, how likely, if at all, would you be to use this resource person? Would you be ... :
READ RESPONSES IN ORDER - CODE ONE ONLY

1 Very likely
2 Somewhat likely
3 Not very likely, or
4 Not at all likely
VOLUNTEERED
8 Don't know/No answer

25. Some young business owners say they lack business skills and this prevents their company from growing. In which, if any, of the following areas would you say you currently lack business skills? **READ AND ROTATE STATEMENTS, EXCEPT ALWAYS READ STATEMENT "I" LAST – CODE ONE ONLY PER STATEMENT**

a. Bookkeeping or accounting?
b. Marketing?
c. Employee motivation?
d. E-commerce?
e. Exporting?
f. Business planning?
g. Management skills?
h. Sales?
i. Any others? **(SPECIFY:** _____**)**

1 Yes
2 No
7 Not relevant to my business
8 Don't know/No answer

26. If you were to take training to improve your business skills, which one of the following four formats would you prefer? Would you prefer training ... : **READ AND ROTATE RESPONSES - CODE ONE ONLY**

01 On-line using the Internet, whereby you can proceed at your own pace
02 One-on-one with a business trainer or counsellor
03 In a classroom course situation with other young business owners
04 In the form of one or two day seminars with other young business owners
VOLUNTEERED
98 Don't know/No answer
99 Other **(SPECIFY:** _____**)**

27. What has been the average number of employees you have had on staff, not including yourself, that have been employed by your business over the past year? **RECORD NUMBER – DO NOT ACCEPT A RANGE – IF RESPONDENT HAS OWNED MORE THAN ONE BUSINESS, ASK ABOUT MOST RECENT STARTED – IF ASKED, STATE THAT THE AVERAGE SHOULD INCLUDE ALL SEASONAL, TEMPORARY, ETC. EMPLOYEES**

RECORD NUMBER: _____
9998 Refused/No answer
9997 Can't recall

28. **[DO NOT ASK IF CODE 2 IN Q.5]** Which one of the following two statements comes closer to your thinking? Would you say ... : **READ STATEMENTS IN ORDER – CODE ONE ONLY**

1 You would like your business to expand in terms of sales and new markets
OR
2 You are content with the current size of your business
VOLUNTEERED
8 Don't know/No answer

29. What, if anything, would you say was the main obstacle you had to face when starting a business? **PROBE:** Anything else? **DO NOT READ RESPONSES - CODE ALL THAT APPLY – RECORD FIRST/SUBSEQUENT MENTIONS SEPARATELY**

01 Lack of money/finances/capital
02 Lack of time/too busy
03 Looking for right business opportunity
04 Still in school
05 Little demand for product/service
06 Still waiting for opportunity
07 Fear
08 Health reasons
09 Need more information
10 Need training/education
11 Have a job
12 State of the economy
13 Financial risk too great
14 Difficulty identifying markets for products or services
15 Difficulty finding qualified employees/staff
16 Personal situation (e.g. divorce)
17 Government regulations/bureaucracy
18 High taxes
19 Lack of interest/No desire
20 Too young
98 Don't know/No answer
99 Other (**SPECIFY** _____)

30. And what, if anything, would you say has been the main obstacle you had to face in terms of sustaining and expanding your business? **PROBE:** Anything else? **DO NOT READ RESPONSES - CODE ALL THAT APPLY – RECORD FIRST/SUBSEQUENT MENTIONS SEPARATELY – IF RESPONDENT HAS OWNED MORE THAN ONE BUSINESS, ASK ABOUT MOST RECENT STARTED**

01 Lack of continued access to money/finances/capital
02 Lack of time/too busy
03 Family and personal demands
04 Lack of technical expertise
05 Little demand for product/service
06 Lack of business skills
07 Fear
08 Health reasons
09 Need more information
10 Need training/education
11 Have a job
12 State of the economy
13 Financial risk too great
14 Difficulty identifying markets for products or services
15 Difficulty finding qualified employees/staff
16 Personal situation (e.g. divorce)
17 Government regulations/bureaucracy
18 High taxes
19 Lack of interest/No desire
20 Too young
98 Don't know/No answer
99 Other (**SPECIFY** _____)

31. Which one of the following six options would most help young people who want to start their own business? Would it be ... : **READ AND ROTATE RESPONSES – CODE ONE ONLY**

01 Having the guidance of a mentor, that is, an experienced business owner
02 Going on a student internship with a business
03 Attending courses or seminars about starting a business
04 Job shadowing at a business
05 Researching business ownership on-line
06 Having help identifying a good idea for a business
VOLUNTEERED
98 Don't know/No answer
99 Other (**SPECIFY** _____)

Moving along ...

32. Now I would like to ask a few more questions about specific people or factors that may have been influential in your career decision to own your own business. Overall, how important would you say **[READ AND ROTATE STATEMENTS]** [has been/have been] in influencing your decision to own your own business? Would you say...: **READ RESPONSES IN ORDER - CODE ONE ONLY PER STATEMENT - ITEMS "d" AND "f" ARE DELETED.**

a. Your high school guidance counsellor
b. Your teachers/instructors
c. Your parents/family members/guardians
e. The media
g. Local entrepreneurs or business-people
h. Promotional materials and events such as pamphlets, career fairs, etc. that advertise career options
i. Government programmes and information designed to help young people choose a career

1 Very important
2 Somewhat important
3 Not very important, or
4 Not at all important
VOLUNTEERED
7 Haven't yet made any career decisions
8 Don't know/No answer

33. Where can young people specifically get **financial** support to start a business? **PROBE:** Anywhere else? **DO NOT READ RESPONSES - CODE AS MANY AS APPLY - PROBE FOR DETAILS CONCERNING NAME AND SOURCE OF ASSISTANCE**

01 Federal government **(PROBE FOR DETAILS)**
02 Provincial government **(PROBE FOR DETAILS)**
03 Banks/Trust companies/Credit unions/Financial institutions
04 Federal Business Development Bank
05 Community Business Development Corporations
06 Y-Enterprise
07 University business centres
08 Young Entrepreneurs ConneXion Program/Seed Capital
09 ACOA's Business Development Program assistance
10 Business Development Bank of Canada programmes
11 ACOA programmes **(PROBE FOR SPECIFICS)**
12 Canada Business Service Centre programmes
13 Centre for Entrepreneurship Education and Development (CEED) programmes
14 Regional Economic Development Commission programmes
15 Regional Development Authority/Agency (RDA) programmes
16 Regional Economic Development Zonal Board programmes
17 Community Economic Development Corporation programmes
18 Human Resources Development Canada (HRDC) programmes
19 Friends
20 Family
21 Venture capital sources
22 Business Loan Program
23 Self-Employment Benefits (SEB) Program
24 Bridge Financing
25 Provincial government funding **(PROBE FOR SPECIFICS)**
97 There is none available
98 Don't know/No answer
99 Other **(SPECIFY:** _____**)**

34. **[DO NOT ASK IF "THERE IS NONE AVAILABLE" OR "DON'T KNOW/NO ANSWER" IN Q.33]** Where did you find out about the financial assistance available to young people? **PROBE:** Anywhere else? **DO NOT READ RESPONSES – CODE AS MANY AS APPLY**

01 Friends
02 Television/TV
03 School/University/Community college
04 Guidance counsellor
05 Parents/Guardians/Relatives
06 Radio
07 Poster/Billboard
08 Brochure
09 Internet/Surfing the web
10 Business person/Entrepreneur
11 1-800 career/business line
12 Newspapers/magazines
13 Development agencies
14 Government **(PROBE FOR DETAILS)**
15 Chambers of Commerce/Boards of Trade
16 Banks/financial institutions
98 Don't know/No answer
99 Other (SPECIFY: _____)

35. To the best of your knowledge, is **non-financial assistance** available for young people who want to start a business? **CODE ONE ONLY**

1	Yes	**CONTINUE**
2	No	**SKIP TO Q.37**
8	Don't know/No answer	**SKIP TO Q.37**

36. What types of non-financial assistance are available to young people who wish to start their own business? **PROBE:** Any others? **DO NOT READ LIST – CODE AS MANY AS APPLY**

01 Help with business plans
02 Mentoring programmes
03 Business counselling **(PROBE)**
97 None available
98 Don't know/No answer
99 Other **(SPECIFY:** _____**)**

37. **[ASK IF "YOUNG ENTREPRENEURS CONNEXION PROGRAM/SEED CAPITAL" (CODE 08) NOT MENTIONED IN Q.33]** Have you ever heard of the Young Entrepreneurs ConneXion Program, sometimes referred to as the Seed Capital program? **CODE ONE ONLY**

1 Yes, have heard of it
2 No, have never heard of it
8 Don't know/No answer

38. Which, if any, of the following was the single most important source of financing that you used when starting your business? Was it ... : **READ AND ROTATE LIST, EXCEPT ALWAYS READ "SOME OTHER SOURCE" LAST– IF RESPONDENT HAS STARTED MORE THAN ONE BUSINESS, ASK ABOUT MOST RECENT STARTED – CODE ONE ONLY**

01 Government financial assistance
02 Banks or credit unions
03 Funding from family or friends
04 Your own personal savings or funds
05 The personal savings or funds of any partners you have in your business
06 Credit cards
07 The Business Development Bank of Canada
08 Venture capital sources
99 Some other source? **(SPECIFY:** _____**)**
VOLUNTEERED
98 Don't know/No answer

39. How important, if at all, would you say it is that the government make financing available to young people who want to start their own business? Would you say it is ... : **READ RESPONSES IN ORDER - CODE ONE ONLY**

1 Critically important
2 Important but not critical
3 Not very important, or
4 Not at all important
VOLUNTEERED
8 Don't know/No answer

40. To the best of your knowledge, which, if any, of the following six types of assistance is available from the government to help young people start a business? **READ AND ROTATE LIST, EXCEPT ALWAYS READ ITEM "f" LAST – CODE ONE ONLY PER STATEMENT, EXCEPT PROBE IN Q.40f**

a. Financial assistance
b. Business counselling and information
c. Promoting business ownership as a career
d. Business skills training
e. Courses about business ownership in the education system
f. And are you aware of any other type of government assistance? **(SPECIFY:** _____**)**
g. **DELETED**

1 Yes
2 No
8 Don't know/No answer

41. And do you feel more comfortable describing yourself as ... : **READ AND ROTATE RESPONSES - CODE ONE ONLY**

01 Self-employed
02 A business owner
03 An entrepreneur
VOLUNTEERED
97 None of the above
98 Don't know/No answer
99 Other **(SPECIFY:** _____**)**

Moving along to another topic ...

42. Which one of the following two statements comes closer to your own thinking?
READ AND ROTATE STATEMENTS - CODE ONE ONLY

1 All things considered, operating a business and protecting the environment are not compatible
OR
2 It is possible to operate a business without harming the environment
VOLUNTEERED
8 Don't know/No answer

And finally, just a few questions to help us classify the information. All answers provided will be kept strictly confidential.

43. Do either of your [parents/guardians] now own their own business, or did they own a business in the past?
CODE ONE ONLY

1 Yes
2 No
8 Don't know/No answer

44. On average, would you say you spend **[READ RESPONSES IN ORDER]** each week **[READ AND ROTATE STATEMENTS]**? **CODE ONE ONLY PER STATEMENT – ITEMS "f" AND "g" HAVE BEEN DELETED**

a. Surfing the web/Internet
b. Reading daily newspapers
c. Reading weekly newspapers
d. Watching television
e. Listening to the radio
h. Reading magazines

1 A lot of time
2 Some time
3 Not very much time, or
4 No time

VOLUNTEERED

8 Don't know/No answer

Interviewer Certification: I hereby certify that this survey was conducted in the manner in which it was intended and understand that a portion of completed interviews will be verified by a field supervisor.

Interviewer's Signature: _____ Date: _____

THANK YOU FOR YOUR ASSISTANCE AND COOPERATION.

General Instructions:
o Interviewer must read each set of instructions for each part of this questionnaire.
o Interviewer must record all responses clearly and verbatim where required.
o Interviewer must avoid paraphrasing or rewording responses.

RECORD FOLLOWING INFORMATION:

Respondent's Name: _____
Telephone #: _____
Community: _____
Postal Code: _____
Sample ID: _____

INTERVIEWER INSTRUCTION: PLEASE NOTE, IT IS VERY IMPORTANT TO RECORD ALL INFORMATION REQUESTED IN THE PRECEDING "GENERAL INSTRUCTIONS" BOX.

Hello, my name is _____ and I work for Corporate Research Associates, a public opinion research company. We are calling today on behalf of the Atlantic Canada Opportunities Agency, or ACOA. ACOA is conducting a study with Atlantic Canadians 15 to 29 years of age about starting and owning a business. We would like to speak with someone in your household in this age group. Would someone be available at this time to speak with me for a few minutes? **[CONTINUE]** **IF RESPONDENT ASKS, SAY THE QUESTIONNAIRE TAKES ABOUT 15 MINUTES TO COMPLETE.**

1. Of the languages you understand, which one do you use most often in your everyday life? **DO NOT READ**

   1 English
   2 French
   3 English and French equally
   9 Other

2. Gender: **(BY OBSERVATION): CODE ONE ONLY**

   1 Male
   2 Female

3. May I have your age? **RECORD AGE – DO NOT ACCEPT A RANGE**

   RECORD AGE: _____ **CONTINUE IF 15-29, OTHERWISE, THANK AND TERMINATE**
   97 Refused **THANK AND TERMINATE**

4. Do you presently or have you in the past owned your own business or had ownership in a business?
   CODE ONE ONLY – PROBE FOR DETAILS

   1 Yes, now **ARRANGE CALLBACK WITH ENTREPRENEUR SURVEY - RECORD**
   2 Yes, in the past **ARRANGE CALLBACK WITH ENTREPRENEUR SURVEY - RECORD**
   3 No **CONTINUE**
   7 Refused **THANK AND TERMINATE**

CONTINUE IF *NON-ENTREPRENEUR* RESPONDENT IS AVAILABLE AT THE PRESENT TIME. OTHERWISE, ARRANGE CALLBACK FOR NON-ENTREPRENEUR. DO NOT INTERVIEW MORE THAN ONE PERSON PER HOUSEHOLD. IF *ENTREPRENEUR* RESPONDENT IS AVAILABLE, RECORD NAME AND TELEPHONE NUMBER, AND ARRANGE CALLBACK WITH CORRECT QUESTIONNAIRE.

5. In which language would you prefer to be interviewed? **CODE ONE ONLY**

1 English
2 French

Moving along ...

6. All things considered, how likely are you to buy or start your own business in the future? Are you ... : **READ RESPONSES IN ORDER – CODE ONE ONLY**

1	Very likely	**CONTINUE**
2	Somewhat likely	**CONTINUE**
3	Not very likely, or	**SKIP TO Q.8**
4	Not at all likely	**SKIP TO Q.8**
VOLUNTEERED		
8	Don't know/No answer	**SKIP TO Q.8**

7. **[ASK IF "VERY LIKELY" OR "SOMEWHAT LIKELY" IN Q.6]** When would you say you are likely to buy or start your own business? Would it be ... : **READ RESPONSES IN ORDER – CODE ONE ONLY**

1 Less than one year from now
2 One to two years from now
3 More than two up to five years from now, or
4 More than five years from now
VOLUNTEERED
7 Not sure
8 Don't know/No answer

8. What would you say is the main obstacle you have faced that has prevented you from starting a business? **PROBE:** Anything else? **DO NOT READ RESPONSES - CODE ALL THAT APPLY – RECORD FIRST/SUBSEQUENT MENTIONS SEPARATELY**

01 Lack of money/finances/capital
02 Lack of time/too busy
03 Looking for right business opportunity
04 Still in school
05 Little demand for product/service
06 Still waiting for opportunity
07 Fear
08 Health reasons
09 Need more information
10 Need training/education
11 Have a job
12 State of the economy
13 Financial risk too great
14 Difficulty identifying markets for products or services
15 Difficulty finding qualified employees/staff
16 Personal situation (e.g. divorce)
17 Government regulations/bureaucracy
18 High taxes
19 Lack of interest/No desire/Don't want to
20 Too young
98 Don't know/No answer
99 Other (SPECIFY _____)

9. In your opinion, which <u>one</u> of the following six options would most help young people who want to start their own business? Would it be ... :
READ AND ROTATE RESPONSES – CODE ONE ONLY

01 Having the guidance of a mentor, that is, a business owner
02 Going on a student internship with a business
03 Attending courses or seminars about starting a business
04 Job shadowing at a business
05 Researching business ownership on-line
06 Having help identifying a good idea for a business
VOLUNTEERED
98 Don't know/No answer
99 Other (SPECIFY _____)

10. Do you know the names of any young Atlantic Canadians 15 to 29 years of age who own a business and who we might invite to participate in an ACOA survey of young business owners in the region? **PROBE:** Any others?
RECORD NAMES, TELEPHONE NUMBERS, NAME OF COMPANY, AND COMMUNITY/ADDRESSES – RECORD AS MANY AS OFFERED

_____

_____

_____

97 Refused
98 Don't know any young business owners
96 **SCHEDULE CALLBACK IF NECESSARY AND CONTINUE**

Moving along ...

11. Now I would like to ask you about career choices you have made in the past, or are in the process of making. When you have thought about the career direction you would like to take, have you **[READ RESPONSES IN ORDER]** considered starting your own business?
CODE ONE ONLY

1	Very seriously	**SKIP TO Q.13**
2	Somewhat seriously	**SKIP TO Q.13**
3	Not very seriously, or	**CONTINUE**
4	Not at all seriously	**CONTINUE**
VOLUNTEERED		
7	Not yet thought about a career	**SKIP TO Q.14**
8	Don't know/No answer	**SKIP TO Q.14**

12. **[ASK IF "NOT VERY SERIOUSLY" OR "NOT AT ALL SERIOUSLY" IN Q.11]** Why did you **[READ RESPONSE FROM Q.11]** consider starting your own business? **PROBE:** Anything else?
DO NOT READ RESPONSES - CODE AS MANY AS APPLY

01 Lack of interest/appeal
02 Lack of money to start a business
03 No ideas for a business
04 Lack of guidance/information **at start-up phase**
05 Lack of guidance/information **after start-up**
06 Never thought of it
07 Owning a business is not a good career
08 Time wasn't right **(PROBE FOR DETAILS)**
09 Parents/guardians thought it was a bad idea
10 Didn't know how to start a business
11 Taxes too high
12 Financial risk
13 Lack of a mentor
14 Influence of friends
15 Not enough business management skills
16 Inexperienced
17 Too young
98 Don't know/No answer
99 Other **(SPECIFY:** _____**)**

13. **[ASK IF "VERY SERIOUSLY" OR "SOMEWHAT SERIOUSLY" IN Q.11]** Why did you decide to not start your own business? **PROBE:** Any other reasons?
DO NOT READ RESPONSES - CODE AS MANY AS APPLY

01 Lost interest/appeal
02 Lack of money to start a business
03 No ideas for a business
04 Lack of guidance/information **at start-up phase**
05 Lack of guidance/information **after start-up**
06 Parents/guardians thought it was a bad idea
07 Owning a business is not a good career
08 Time wasn't right **(PROBE FOR DETAILS)**
09 Little chance to make a profit
10 Financial risk
11 Lack of a mentor
12 Influence of friends
13 Not enough business management skills
14 Inexperienced
15 Too young
16 Taxes too high
17 Don't know how to start a business
98 Don't know/No answer
99 Other **(SPECIFY:** _____**)**

14. What, if anything, would be the single most appealing thing about owning your own business? **PROBE:** And what else would be appealing? **DO NOT READ RESPONSES – CODE AS MANY AS APPLY – RECORD FIRST/SUBSEQUENT MENTIONS SEPARATELY**

01 It would be an income/a job
02 Change in lifestyle
03 Better lifestyle
04 Higher earnings potential/Make lots of money
05 Family tradition
06 Personal accomplishment
07 Fulfil a goal
08 Being my own boss/independence
09 Fun
10 To create jobs
11 To contribute to my community
12 To provide a product or service
13 I'd be able to pay the bills
14 Better than being unemployed
97 Nothing/Not interested in owning a business
98 Don't know/No answer
99 Other **(SPECIFY:** _____**)**

15. I would like you now to think about someone owning and operating a business in **[NAME OF PROVINCE]** today. In your opinion, how likely, if at all, is it that this would be a fulfilling career? Do you think it is **[READ RESPONSES IN ORDER]** that owning and operating a business would be a fulfilling career? **CODE ONE ONLY**

1 Very likely
2 Somewhat likely
3 Not very likely, or
4 Not at all likely
VOLUNTEERED
8 Don't know/No answer

16. In your opinion, do you think people who own a business **[READ RESPONSES IN ORDER]** as compared to employees who are paid a salary at their jobs? **CODE ONE ONLY**

1 Work more hours
2 Work fewer hours, or
3 Work about the same number of hours
VOLUNTEERED
8 Don't know/No answer

17. In general, do you think that people who own a business **[READ RESPONSES IN ORDER]** as compared to employees who are paid a salary at their jobs? **CODE ONE ONLY**

1 Have more disposable income
2 Have less disposable income, or
3 Have about the same amount of disposable income
VOLUNTEERED
8 Don't know/No answer

18. In general, do you consider yourself to be a risk taker? **CODE ONE ONLY**

1 Yes
2 No
8 Don't know/No answer

19. And in general, do you consider yourself to have an entrepreneurial or business-oriented outlook on life? **CODE ONE ONLY**

1 Yes
2 No
8 Don't know/No answer

Moving on to a few questions about your career choices ...

20. Overall, what person or factor, if any, has been the most influential in terms of guiding your career decisions? **PROBE:** And what other people or factors have been influential?
DO NOT READ RESPONSES – CODE AS MANY AS APPLY – RECORD FIRST/SUBSEQUENT MENTIONS SEPARATELY

01 High school guidance counsellor
02 Teachers in high school or in post-secondary studies
03 Parents/family members/guardians
04 Friend
05 Local entrepreneurs or business-people
06 Junior Achievement
07 National/international business role model
08 Personal interest
09 Making money
10 Family business
11 The media
12 Job/labour market information
13 Availability of jobs
14 Continued summer job
15 Financial necessity
16 Relevant previous experience
17 The opportunity to take risks
18 Personal challenge
19 Opportunities to grow a business
20 Want to pursue a dream
21 Family tradition
97 Haven't yet made any career decisions
98 Don't know/No answer
99 Other (**SPECIFY:** _____)

21. Now I would like to ask a few more questions about specific people or factors that may be influential in your career decisions. Overall, how important would you say **[READ AND ROTATE STATEMENTS]** [has been/have been] in influencing your career decisions to date? Would you say...:
CODE ONE ONLY PER STATEMENT – SKIP TO Q.22a IF RESPONDENT SAYS "HAVEN'T YET MADE ... " TO FIRST STATEMENT IN ROTATION

a. Your high school guidance counsellor

1 Very important
2 Somewhat important
3 Not very important, or
4 Not at all important
VOLUNTEERED
7 Haven't yet made any career decisions
8 Don't know/No answer

b. Your teachers in high school and in any post-secondary studies you have taken

1 Very important
2 Somewhat important
3 Not very important, or
4 Not at all important
VOLUNTEERED
7 Haven't yet made any career decisions
8 Don't know/No answer

c. Your parents/family members/guardians

1 Very important
2 Somewhat important
3 Not very important, or
4 Not at all important
VOLUNTEERED
7 Haven't yet made any career decisions
8 Don't know/No answer

d. Your friends

1 Very important
2 Somewhat important
3 Not very important, or
4 Not at all important
VOLUNTEERED
7 Haven't yet made any career decisions
8 Don't know/No answer

e. The media

1 Very important
2 Somewhat important
3 Not very important, or
4 Not at all important
VOLUNTEERED
7 Haven't yet made any career decisions
8 Don't know/No answer

f. Labour market information resources

1 Very important
2 Somewhat important
3 Not very important, or
4 Not at all important
VOLUNTEERED
7 Haven't yet made any career decisions
8 Don't know/No answer

g. Local entrepreneurs or business-people

1 Very important
2 Somewhat important
3 Not very important, or
4 Not at all important
VOLUNTEERED
7 Haven't yet made any career decisions
8 Don't know/No answer

h. Promotional materials and events such as pamphlets, career fairs, etc. that advertise career options

1 Very important
2 Somewhat important
3 Not very important, or
4 Not at all important
VOLUNTEERED
7 Haven't yet made any career decisions
8 Don't know/No answer

i. Government programmes and information designed to help young people choose a career

1 Very important
2 Somewhat important
3 Not very important, or
4 Not at all important
VOLUNTEERED
7 Haven't yet made any career decisions
8 Don't know/No answer

Moving along...

22a. What is the highest level of education you have completed? **DO NOT READ RESPONSES – CODE ONE ONLY**

01 Elementary school (Grades 1-8)
02 Some high school
03 Graduated high school/vocational
04 Some community/tech. college
05 Graduated community/tech. College
06 Some university
07 Graduated university
08 Post-graduate training/degree
09 Trade school
97 Refused
99 Other (**SPECIFY:**_____)

22b. Are you currently attending an educational institution, either full-time or part-time?
CODE ONE ONLY – PROBE FOR SPECIFICS

1 Yes, full-time
2 Yes, part-time
3 No
8 Don't know/No answer

23. **[ASK IF "YES, FULL-TIME" OR "YES, PART-TIME" IN Q.22b, DO NOT ASK Q.23a OR Q.23b IF CODES 04-08 CODED IN Q.22a]** Which, if any, of the following do you currently attend?
READ STATEMENTS IN ORDER – CODE ONE ONLY PER STATEMENT

a. Junior high
b. High school
c. Undergraduate university programme
d. Graduate university programme
e. Community college
f. Private college
g. Trade school
h. Other (**SPECIFY**: _____)

1 Yes
2 No
8 Don't know/No answer

24a. From what you may know from your own experience and from what you may have heard from others about the high school system, how much, if any, emphasis would you say the high school system in **[NAME OF PROVINCE]** places on teaching students about starting and running a business? Would you say the high school system places **[READ RESPONSES IN ORDER]** on teaching students about starting and running a business? **CODE ONE ONLY – TELL RESPONDENT, IF NECESSARY, THIS QUESTION REFERS ONLY TO THE HIGH SCHOOL SYSTEM.**

1 A great deal of emphasis
2 Some emphasis
3 Not very much emphasis, or
4 No emphasis at all
VOLUNTEERED
8 Don't know/No answer

24b. And from what you may know from your own experience and from what you may have heard from others about the high school system, how good a job would you say the high school system in **[NAME OF PROVINCE]** does in teaching students about starting and running a business? Would you say the high school system does an **[READ RESPONSES IN ORDER]** job of teaching students about starting and running a business? **CODE ONE ONLY – TELL RESPONDENT, IF NECESSARY, THIS QUESTION REFERS ONLY TO THE HIGH SCHOOL SYSTEM.**

1 Excellent
2 Very good
3 Only fair, or
4 A poor
VOLUNTEERED
8 Don't know/No answer

25a. **[ASK IF CODES 04 OR 05 IN Q.22a AND/OR "YES" (CODE 1) IN Q.23e OR Q.23f]** From what you may know from your own experience and from what you may have heard from others about the college system, how much, if any, emphasis would you say the college system in **[NAME OF PROVINCE]** places on teaching students about starting and running a business? Would you say the college system places **[READ RESPONSES IN ORDER]** on teaching students about starting and running a business? **CODE ONE ONLY – TELL RESPONDENT, IF NECESSARY, THIS QUESTION REFERS ONLY TO THE COLLEGE SYSTEM.**

1 A great deal of emphasis
2 Some emphasis
3 Not very much emphasis, or
4 No emphasis at all

VOLUNTEERED

8 Don't know/No answer

25b. **[ASK IF CODES 04 OR 05 IN Q.22a AND/OR "YES" (CODE 1) IN Q.23e OR Q.23f]** And from what you may know from your own experience and from what you may have heard from others about the college system, how good a job would you say the college system in **[NAME OF PROVINCE]** does in teaching students about starting and running a business? Would you say the college system does an **[READ RESPONSES IN ORDER]** job of teaching students about starting and running a business? **CODE ONE ONLY – TELL RESPONDENT, IF NECESSARY, THIS QUESTION REFERS ONLY TO THE COLLEGE SYSTEM.**

1 Excellent
2 Very good
3 Only fair, or
4 A poor

VOLUNTEERED

8 Don't know/No answer

26a. **[ASK IF CODES 06, 07, OR 08 IN Q.22a AND/OR "YES" (CODE 1) IN Q.23c OR Q.23d]** From what you may know from your own experience and from what you may have heard from others about the university system, how much, if any, emphasis would you say the university system in **[NAME OF PROVINCE]** places on teaching students about starting and running a business? Would you say the university system places **[READ RESPONSES IN ORDER]** on teaching students about starting and running a business? **CODE ONE ONLY – TELL RESPONDENT, IF NECESSARY, THIS QUESTION REFERS ONLY TO THE UNIVERSITY SYSTEM.**

1 A great deal of emphasis
2 Some emphasis
3 Not very much emphasis, or
4 No emphasis at all

VOLUNTEERED

8 Don't know/No answer

26b. **[ASK IF CODES 06, 07, OR 08 IN Q.22a AND/OR "YES" (CODE 1) IN Q.23c OR Q.23d]** From what you may know from your own experience and from what you may have heard from others about the university system, how good a job would you say the university system in **[NAME OF PROVINCE]** does in teaching students about starting and running a business? Would you say the university system does an **[READ RESPONSES IN ORDER]** job of teaching students about starting and running a business? **CODE ONE ONLY – TELL RESPONDENT, IF NECESSARY, THIS QUESTION REFERS ONLY TO THE UNIVERSITY SYSTEM.**

1 Excellent
2 Very good
3 Only fair, or
4 A poor

VOLUNTEERED

8 Don't know/No answer

27. **[ASK IF CODE 04, 05, 06, 07, 08, OR 09 IN Q.22a, AND/OR IF "YES" IN c, d, e, f, or g IN Q.23]** What did you or are you studying in college, university, or trade school? **PROBE:** Any other areas? **RECORD VERBATIM – PROBE FOR ALL POST-SECONDARY STUDIES TAKEN CURRENTLY OR IN THE PAST**

_____

_____

97 Refused

28. [Did/Does] your high school offer courses that discuss(ed) starting your own business? **CODE ONE ONLY**

1	Yes	**CONTINUE**
2	No	**SKIP TO Q.31**
8	Don't know/No answer	**SKIP TO Q.31**

29. In your high school, [did/do] you take any courses that discuss(ed) starting your own business? **CODE ONE ONLY**

1	Yes	**CONTINUE**
2	No	**SKIP TO Q.31**
8	Don't know/No answer	**SKIP TO Q.31**

30. In general, would you say the courses you [took/are taking] in high school that discuss(ed) starting your own business [were/are] ... : **READ RESPONSES IN ORDER - CODE ONE ONLY**

1 Excellent
2 Very good
3 Only fair, or
4 Poor

VOLUNTEERED

8 Don't know/No answer

31. **[ASK IF CODE 04, 05, 06, 07, 08, OR 09 IN Q.22a, AND/OR IF c, d, e, f, or g IN Q.23]** [Did/Do] any or all of the educational institution(s) you attended or are attending after high school offer courses that discussed starting your own business? **CODE ONE ONLY**

1	Yes	**CONTINUE**
2	No	**SKIP TO Q.34**
8	Don't know/No answer	**SKIP TO Q.34**

32. [Did/Are] you [take/taking] any of these courses that discuss(ed) starting your own business? **CODE ONE ONLY**

1	Yes	**CONTINUE**
2	No	**SKIP TO Q.34**
8	Don't know/No answer	**SKIP TO Q.34**

33. In general, would you say the courses you [took/are taking] after high school that discuss(ed) starting your own business [were/are] ...: **READ RESPONSES IN ORDER - CODE ONE ONLY**

1 Excellent
2 Very good
3 Only fair, or
4 Poor

VOLUNTEERED

8 Don't know/No answer

Moving along ...

34. To the best of your knowledge, where would be the best places to turn for assistance if you wanted to know more about how to start your own business? **PROBE:** Anywhere else?
DO NOT READ RESPONSES – CODE AS MANY AS APPLY – PROBE FOR SPECIFICS

01 Friends
02 Federal government **(PROBE FOR DETAILS)**
03 Provincial government **(PROBE FOR DETAILS)**
04 Local/Municipal government **(PROBE FOR DETAILS)**
05 School/University/Community College teachers
06 Guidance counsellor
07 Parents/Guardians/Relatives
08 Internet
09 Business person/Entrepreneur
10 1-800 career/business line
11 The library
12 Newspapers/magazines
13 Development agencies
14 Chambers of Commerce/Boards of Trade
15 Banks/financial institutions
16 Radio
17 Junior Achievement
18 ACOA
19 Y-Enterprise
98 Don't know/No answer
99 Other **(SPECIFY:** _____**)**

35. And to the best of your knowledge, which **organizations** provide **financial** support to young people who want to start a business? **PROBE:** Any others? **DO NOT READ RESPONSES - CODE AS MANY AS APPLY**

01 Atlantic Canada Opportunities Agency/ACOA
02 Federal government **(PROBE FOR DETAILS)**
03 Provincial government **(PROBE FOR DETAILS)**
04 Banks/Trust companies/Credit unions/Financial institutions
05 Federal Business Development Bank
06 Community Business Development Corporations
07 Y-Enterprise
97 There are none available
98 Don't know/No answer
99 Other **(SPECIFY:** _____**)**

36. And to the best of your knowledge, what **financial assistance** programmes, if any, are available to young people who wish to start their own business? **PROBE:** Any others?
DO NOT READ LIST – CODE AS MANY AS APPLY – PROBE FOR DETAILS CONCERNING NAME AND SOURCE OF ASSISTANCE

01 Federal government funding **(PROBE FOR SPECIFICS)**
02 University business centres
03 Young Entrepreneurs ConneXion Program/Seed Capital
04 ACOA's Business Development Program assistance
05 Business Development Bank of Canada programmes
06 ACOA programmes **(PROBE FOR SPECIFICS)**
07 Canada Business Service Centre programmes
08 Community Business Development Corporation programmes
09 Centre for Entrepreneurship Education and Development (CEED) programmes
10 Regional Economic Development Commission programmes
11 Regional Development Authority/Agency (RDA) programmes
12 Regional Economic Development Zonal Board programmes
13 Community Economic Development Corporation programmes
14 Human Resources Development Canada (HRDC) programmes
15 Friends
16 Family
17 Venture capital sources
18 Loans from banks/financial institutions
19 Business Loan Program
20 Self-Employment Benefits (SEB) Program
21 Bridge Financing
22 Provincial government funding **(PROBE FOR SPECIFICS)**
97 There are none available
98 Don't know/No answer
99 Other (**SPECIFY:** _____)

37. **[DO NOT ASK IF "THERE ARE NONE AVAILABLE" AND/OR "DON'T KNOW/NO ANSWER" IN BOTH Q.35 AND Q.36]** Where did you find out about the financial assistance available to young people? **PROBE:** Anywhere else?
DO NOT READ RESPONSES – CODE AS MANY AS APPLY

01 Friends
02 Television/TV
03 School/University/Community college
04 Guidance counsellor
05 Parents/Guardians/Relatives
06 Radio
07 Poster/Billboard
08 Brochure
09 Internet
10 Business person/Entrepreneur
11 1-800 career/business line
12 Newspapers/magazines
13 Development agencies
14 Government **(PROBE FOR DETAILS)**
15 Chambers of Commerce/Boards of Trade
16 Banks/financial institutions
98 Don't know/No answer
99 Other (**SPECIFY:** _____)

38. **[ASK IF "YOUNG ENTREPRENEURS CONNEXION PROGRAM/SEED CAPITAL" [CODE 03] NOT MENTIONED IN Q.36]** Have you ever heard of the Young Entrepreneurs ConneXion Program, sometimes referred to as the Seed Capital program? **CODE ONE ONLY**

1 Yes, have heard of it
2 No, have never heard of it
8 Don't know/No answer

39. And to the best of your knowledge, what **types or what kind** of **non-financial government assistance** are available to young people who wish to start their own business? **PROBE:** Any others?
DO NOT READ LIST – CODE AS MANY AS APPLY

01 Help with business plans
02 Mentoring programmes
03 Business counselling **(PROBE)**
97 None available
98 Don't know/No answer
99 Other **(SPECIFY:** _____**)**

40. To the best of your knowledge, what are the **names** of **non-financial government assistance programmes** available to young people who wish to start their own business? **PROBE:** Any others? **DO NOT READ LIST – CODE AS MANY AS APPLY– PROBE FOR DETAILS CONCERNING NAME AND SOURCE OF ASSISTANCE**

01 Government **(PROBE FOR SPECIFICS)**
02 Adventure into Business Camp
03 The Best Lemonade Stand
04 Break into Business Camp
05 DEAL/Developing Entrepreneurship through Adult Literacy
06 Open for Business
07 Entrepreneurship: A Way of Life
08 ESP: Entrepreneurial Skills Program
09 Finding Purpose, Finding Power (FP2)
10 Future Quest
11 Leading Edge II
12 Pathways to Enterprise
13 Second Chance
14 Venturing through an Integrated Curriculum
15 Young Entrepreneurs Going Places Conference
16 Youth Employment Resources Guide
17 Business Development Program assistance
18 Business Development Bank of Canada programmes
19 ACOA programmes **(PROBE FOR SPECIFICS)**
20 Canada Business Service Centre programmes
21 Community Business Development Corporation programmes
22 Centre for Entrepreneurship Education and Development (CEED) programmes
23 Regional Economic Development Commission programmes
24 Regional Development Authority/Agency (RDA) programmes
25 Regional Economic Development Zonal Board programmes
26 Community Economic Development Corporation programmes
27 Atlantic Colleges Committee for Entrepreneurial Development (ACCED)
97 There are none available
98 Don't know/No answer
99 Other **(SPECIFY:** _____**)**

41. Now on a related topic, do you think government should pay particular attention to helping young people, that is, people under the age of 30, become business owners? **CODE ONE ONLY**

1 Yes
2 No
8 Don't know/No answer

42. Which one of the following five actions do you think is the most important action the government should take to help young people become business owners? Should it be ... : **READ AND ROTATE RESPONSES – CODE ONE ONLY**

01 Providing financial assistance
02 Providing business counselling and information
03 Promoting business ownership as a career
04 Providing business skills training
05 Providing courses about business ownership in the education system
VOLUNTEERED
95 All equally
96 None of the above
97 Two equally **(PROBE FOR SPECIFICS: _____)**
98 Don't know/No answer
99 Other **(SPECIFY:_____)**

43. All things considered, from what you may know or have heard, how good a job would you say the government does in assisting young people who want to start their own business? Would you say the government does an **[READ RESPONSES IN ORDER]** job of assisting young people? **CODE ONE ONLY**

1 Excellent
2 Very good
3 Only fair, or
4 A poor
VOLUNTEERED
8 Don't know/No answer

Moving along to another topic ...

Q.44 is deleted.

45. Which one of the following two statements comes closer to your own thinking? Would you say that ... :
READ AND ROTATE STATEMENTS - CODE ONE ONLY

1 To succeed in owning a business in Atlantic Canada, it is important that the business be located in a large city in the region
OR
2 An Atlantic Canadian business does not have to be located in a large city in order to succeed
VOLUNTEERED
8 Don't know/No answer

46. And which one of the following two statements comes closer to your own thinking? Would you say that ... :
READ AND ROTATE STATEMENTS - CODE ONE ONLY

1 A young person does not have to leave Atlantic Canada in order to operate a successful business
OR
2 For a young person to operate a successful business, it is usually necessary to leave Atlantic Canada
VOLUNTEERED
8 Don't know/No answer

Moving along to a few questions on a different topic ...

47. Which one of the following two statements comes closer to your own thinking?
READ AND ROTATE STATEMENTS - CODE ONE ONLY

1 All things considered, operating a business and protecting the environment are not compatible
OR
2 It is possible to operate a business without harming the environment
VOLUNTEERED
8 Don't know/No answer

48. Do you **[READ RESPONSES IN ORDER]** that it is acceptable for companies to place business interests ahead of environmental concerns, in order to succeed against the business competition? **CODE ONE ONLY**

1 Completely agree
2 Mostly agree
3 Mostly disagree, or
4 Completely disagree
VOLUNTEERED
8 Don't know/No answer

And finally, just a few questions to help us classify the information. All answers provided will be kept strictly confidential.

49. Do either of your [parents/guardians] now own their own business, or did they own a business in the past?
CODE ONE ONLY

1 Yes
2 No
8 Don't know/No answer

50. What is your current employment status? Are you currently ... :
READ RESPONSES IN ORDER - CODE ONE ONLY

1 Employed full-time, that is, at least 30 hours per week
2 Employed part-time, that is, less than 30 hours per week
3 Not employed, but actively looking for full-time work
4 Not employed, but actively looking for part-time work, or
5 Not actively looking for work
VOLUNTEERED
7 Refused

51. **[ASK IF EMPLOYED FULL-TIME OR PART-TIME IN Q.50]** All things considered, how satisfied, if at all, are you with your current employment? Would you say you are ... : **READ RESPONSES IN ORDER - CODE ONE ONLY**

1 Completely satisfied
2 Mostly satisfied
3 Mostly dissatisfied, or
4 Completely dissatisfied
VOLUNTEERED
8 Don't know/No answer

52. Do you currently have access to a personal computer that connects on-line to the Internet? **CODE ONE ONLY**

1 Yes
2 No
8 Don't know/No answer

53. On average, would you say you spend **[READ RESPONSES IN ORDER]** each week **[READ AND ROTATE STATEMENTS]**? **CODE ONE ONLY PER STATEMENT**

a. Surfing the web/Internet
b. Reading daily newspapers
c. Reading weekly newspapers
d. Watching television
e. Listening to the radio
f. Reading books
g. Talking with friends
h. Reading magazines
i. Reading Internet guides

1 A lot of time
2 Some time
3 Not very much time, or
4 No time
VOLUNTEERED
8 Don't know/No answer

54. **[DO NOT ASK IF "NO TIME" OR "DON'T KNOW/NO ANSWER" IN Q.53a]** What are your favourite websites? **PROBE:** Any others? **RECORD VERBATIM - CODE AS MANY AS APPLY**

_____
_____
_____

97 None
98 Don't know/No answer

55. **[DO NOT ASK IF "NO TIME" OR "DON'T KNOW/NO ANSWER" IN Q.53d]** And what are your favourite television shows? **PROBE:** Any others? **RECORD VERBATIM - CODE AS MANY AS APPLY**

_____
_____
_____

97 None
98 Don't know/No answer

56. **[DO NOT ASK IF "NO TIME" OR "DON'T KNOW/NO ANSWER" IN Q.53a]** And what types of music or programmes do you usually listen to on the radio? **PROBE:** And what other types of music or programming do you listen to on the radio? **DO NOT READ RESPONSES - CODE AS MANY AS APPLY**

01 Music (PROBE FOR TYPES)
02 Rap/Hip-Hop music
03 Rock music
04 Alternative music
05 Country music
06 Modern rock
07 House
08 Classic rock
09 Adult rock
10 Easy listening
11 Classical music
12 Talk radio
13 Jazz
14 Folk
15 News
97 None
98 Don't know/No answer
99 Other (SPECIFY: _____)

57. Are you currently ... : **READ RESPONSES IN ORDER – CODE ONE ONLY**

1 Married or living as married
2 Single, or
3 Divorced or widowed
VOLUNTEERED
7 Refused

58. To the best of your knowledge, which of the following categories best describes your own gross personal income before taxes in 2000? Would it be... : **READ RESPONSES IN ORDER – CODE ONE ONLY**

1 Under $5,000
2 Between $5,000 and $9,999
3 Between $10,000 and $19,999
4 Between $20,000 and $34,999
5 Between $35,000 and $49,999, or
6 $50,000 or more
VOLUNTEERED
7 Refused
8 Don't know/No answer

THANK YOU FOR YOUR ASSISTANCE AND COOPERATION.

Interviewer Certification: I hereby certify that this survey was conducted in the manner in which it was intended and understand that a portion of completed interviews will be verified by a field supervisor.

Interviewer's Signature: _____ Date: _____

Appendix B:
Tabular Results
Entrepreneurs

Study of Entrepreneurship Among Young Atlantic Canadians Aged 15-29
- Entrepreneurs -

TABLE 3:

May I have your age? Are you...:

	Overall	Province				Language		Gender		Age			Education				Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
15 to 19	11	13	9	9	14	11	12	12	9	100	0	0	60	10	9	2	3	21	27	33
20 to 24	25	25	27	26	19	25	27	25	26	0	100	0	13	31	32	22	24	36	22	31
25 to 29	64	62	64	65	67	64	62	63	64	0	0	100	27	59	59	76	73	43	51	36
WEIGHTED SAMPLE SIZE (#)	589	246	174	122	46	511	78	374	215	64	150	375	62	119	115	271	380	58	89	41
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

TABLE 5:

Do you presently operate or have you in the past owned a business or had ownership in a business?

	Overall	Province				Language		Gender		Age			Education				Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Yes, now	78	72	84	76	82	78	76	79	76	55	69	85	66	75	72	83	92	16	88	13
Yes, in the past	15	21	4	19	11	16	4	13	18	35	18	10	28	13	18	11	1	78	1	78
Yes, both in past and now	8	7	11	4	7	6	20	9	6	10	13	5	6	12	9	6	7	6	11	9
WEIGHTED SAMPLE SIZE (#)	589	246	174	122	46	511	78	374	215	64	150	375	62	119	115	271	380	58	89	41
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

TABLE 7:

Of the languages you understand, which one do you use most often in your everyday life?

	Overall	Province				Language		Gender		Age			Education				Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
English	87	96	58	100	98	100	0	91	80	86	86	87	95	78	91	86	84	93	94	91
French	10	2	33	0	2	0	79	7	17	9	12	10	5	18	6	11	13	7	6	2
English and French Equally	3	0	9	0	0	0	21	2	4	5	2	3	0	4	3	3	4	0	0	6
WEIGHTED SAMPLE SIZE (#)	589	246	174	122	46	511	78	374	215	64	150	375	62	119	115	271	380	58	89	41
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

TABLE 8:

In which language would you prefer to be interviewed?

	Overall	Province				Language		Gender		Age			Education				Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
English	96	100	86	100	100	100	70	99	90	95	91	98	98	93	98	96	96	95	94	100
French	4	0	14	0	0	0	30	1	10	5	9	2	2	7	2	4	4	5	6	0
WEIGHTED SAMPLE SIZE (#)	589	246	174	122	46	511	78	374	215	64	150	375	62	119	115	271	380	58	89	41
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

Study of Entrepreneurship Among Young Atlantic Canadians Aged 15-29
- Entrepreneurs -

TABLE 9:

Gender:

	Overall	Province				Language		Gender		Age			Education				Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Male	64	65	60	64	68	66	45	100	0	69	62	63	75	78	61	56	64	61	63	65
Female	36	35	40	36	32	34	55	0	100	31	38	37	25	22	39	44	36	39	37	35
WEIGHTED SAMPLE SIZE (#)	589	246	174	122	46	511	78	374	215	64	150	375	62	119	115	271	380	58	89	41
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

TABLE 11:

What type of business [do/did] you own? That is, what is the primary line of work your business [does/did]?

	Overall	Province				Language		Gender		Age			Education				Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Non-professional Services	36	40	38	28	34	35	41	35	38	51	44	31	48	42	33	33	36	45	34	36
Retail	27	21	29	36	28	27	26	23	33	22	24	29	19	28	33	26	31	32	13	17
Professional Services	22	21	22	25	21	22	24	25	17	12	20	24	13	20	20	25	22	14	26	29
Manufacturers	5	7	4	5	2	6	4	6	4	3	3	7	3	5	8	5	5	4	6	5
Resource	4	6	2	3	9	5	0	6	1	4	5	4	16	2	2	4	4	2	6	7
Construction	4	6	3	2	2	4	2	5	1	5	1	5	5	2	3	4	2	2	7	6
Health Care	3	4	3	5	0	4	3	2	6	0	4	4	0	0	2	5	4	6	4	0
Other	4	3	6	3	7	4	6	4	4	6	3	4	0	6	13	1	4	4	6	2
Refused	0	0	0	1	0	0	0	0	0	0	1	0	1	0	1	0	0	0	0	2
WEIGHTED SAMPLE SIZE (#)	589	246	174	122	46	511	78	374	215	64	150	375	62	119	115	271	380	58	89	41
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

Study of Entrepreneurship Among Young Atlantic Canadians Aged 15-29
- Entrepreneurs -

TABLE 12:

Now or at any point in the past did you operate your business on a full-time basis, or has it been strictly on a part-time basis?

	Overall	Province				Language		Gender		Age			Education				Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Full-time basis now	65	54	83	64	52	62	79	65	64	16	61	74	29	66	65	72	100	0	0	0
Full-time basis in the past	10	12	7	12	3	11	5	9	11	19	14	7	16	10	13	7	0	100	0	0
Part-time basis now	15	22	5	13	24	16	7	15	15	38	13	12	33	17	11	12	0	0	100	0
Part-time basis in the past	7	8	2	7	16	7	5	7	7	21	8	4	18	7	6	5	0	0	0	100
Other	0	0	0	2	0	0	0	0	1	0	0	1	0	0	0	1	0	0	0	0
Seasonal (Full time & part time)	3	4	3	1	5	3	4	4	2	6	3	3	4	1	5	3	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	589	246	174	122	46	511	78	374	215	64	150	375	62	119	115	271	380	58	89	41
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

TABLE 13:

How old were you starting your [first] business?

	Overall	Province				Language		Gender		Age			Education				Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
9 to 15	8	10	6	5	13	9	4	9	6	40	9	2	34	11	6	2	4	7	20	20
16 to 17	8	9	7	8	10	9	4	9	7	36	14	1	30	6	9	5	4	19	9	26
18 to 21	20	19	18	22	19	19	25	23	14	17	49	8	10	31	26	13	19	28	15	26
22 to 24	26	26	28	26	26	25	34	24	31	0	27	31	9	22	23	34	29	18	26	20
25 to 29	37	35	39	40	32	38	30	35	41	0	0	58	18	30	36	45	43	27	30	7
Refused	1	1	2	0	0	0	4	1	1	7	1	0	0	0	0	2	1	0	0	0
WEIGHTED SAMPLE SIZE (#)	589	246	174	122	46	511	78	374	215	64	150	375	62	119	115	271	380	58	89	41
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72
MEAN	23.0	22.7	23.9	22.7	21.5	22.6	25.4	22.4	23.9	21.2	19.9	24.5	18.0	21.5	22.1	24.8	24.3	20.9	20.9	18.8
MEDIAN	23.0	23.0	23.0	24.0	23.0	23.0	23.0	23.0	24.0	16.0	20.0	25.0	16.0	22.0	22.0	24.0	24.0	20.0	22.0	18.0
MODE	25.0	24.0	23.0	25.0	25.0	25.0	23.0	25.0	25.0	16.0	22.0	25.0	16.0	25.0	22.0	24.0	25.0	16.0	24.0	17.0

Study of Entrepreneurship Among Young Atlantic Canadians Aged 15-29
- Entrepreneurs -

TABLE 14:

What was your single most important reason for starting or owning your own business?

	Overall	Province				Language		Gender		Age			Education				Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Being my own boss/Independence	52	52	52	52	58	51	64	55	47	23	49	59	27	59	49	58	57	53	45	31
It is an income/a job	20	21	20	21	16	22	13	21	20	24	20	20	26	12	22	23	18	28	26	26
Higher earnings potential/Make lots of money	18	20	14	19	23	19	12	21	13	28	20	16	27	16	20	17	16	21	27	23
Personal accomplishment	17	19	19	13	17	17	21	16	19	14	19	17	9	17	16	20	19	9	14	12
Fulfil a goal/Interested in that area	15	14	14	16	19	16	10	15	15	13	16	15	15	13	14	15	15	15	14	7
Creating jobs	10	12	7	12	10	11	9	10	10	4	12	11	13	6	17	9	10	14	11	10
The experience/Just owning your own business	8	12	5	8	0	8	8	7	10	29	6	5	17	7	7	7	5	10	10	15
Fun	8	6	12	5	3	8	4	8	8	14	8	6	11	8	9	6	7	6	8	14
Opportunity arose	6	5	4	9	8	6	2	6	6	2	6	8	1	7	4	7	6	3	3	6
Providing a product or service	5	5	6	4	5	5	4	5	6	7	4	5	9	0	9	4	5	5	6	5
Contributing to my community	4	3	3	6	7	4	4	4	4	6	6	3	9	1	6	4	5	3	1	8
Better than being unemployed	4	3	5	6	0	3	11	4	4	1	4	5	0	2	3	6	5	2	3	0
Change in lifestyle	3	3	5	1	5	3	4	4	3	2	3	3	1	3	1	4	4	0	2	4
Didn't want to move elsewhere	3	1	4	6	2	3	5	2	4	0	3	4	0	1	3	5	4	0	1	0
Family tradition	2	3	2	1	4	3	0	2	3	1	4	2	3	4	1	2	3	1	0	2
Security/Stability	2	2	0	2	4	2	0	1	2	1	1	2	0	5	1	1	2	2	1	0
Through school/Part of the program	1	1	0	0	2	1	0	0	1	2	1	0	2	0	2	0	0	0	0	5
Meeting people/Dealing with the public	0	0	0	1	2	1	0	0	1	1	1	0	1	1	0	0	0	3	0	0
Ability to use own ideas	0	1	0	0	0	1	0	1	0	0	0	1	0	0	1	0	1	0	0	0
Would look good on resumes	0	1	0	0	0	0	0	1	0	3	0	0	3	0	0	0	0	2	0	1
Tax benefits	0	1	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0	0
Able to pay the bills	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	5	6	7	4	2	5	7	4	8	6	4	6	1	8	3	6	5	5	8	1

Study of Entrepreneurship Among Young Atlantic Canadians Aged 15-29
- Entrepreneurs -

TABLE 14:

What was your single most important reason for starting or owning your own business?

Nothing	1	1	0	2	0	1	0	1	0	0	1	1	4	0	1	0	1	0	1	0
Don't know/No answer	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	589	246	174	122	46	511	78	374	215	64	150	375	62	119	115	271	380	58	89	41
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	106	112	232	315	67	109	72

TABLE 15:

What is the highest level of education you have completed?

	Overall	Province				Language		Gender		Age			Education				Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Elementary school (Grades 1-8)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Some high school	11	12	7	11	18	12	4	12	7	58	5	5	100	0	0	0	5	17	24	28
Graduated high school/vocational	20	17	26	18	19	18	33	25	12	19	24	19	0	100	0	0	21	20	22	20
Some community/technical college	5	4	6	4	0	5	2	4	6	1	5	5	0	0	23	0	5	5	3	4
Graduated community/technical College	22	15	26	30	25	22	21	19	28	6	24	24	0	0	0	48	26	15	20	11
Some university	15	21	12	8	11	16	11	15	15	14	20	13	0	0	77	0	14	21	12	14
Graduated university	20	22	18	15	24	19	22	19	21	1	12	26	0	0	0	43	20	17	17	20
Post-graduate training/degree	4	2	5	8	3	4	7	3	6	0	4	5	0	0	0	9	5	2	1	0
Trade school	1	3	0	1	0	2	0	2	0	0	0	2	0	0	0	0	1	2	1	3
Other	2	3	1	3	0	3	0	2	3	0	5	2	0	0	0	0	3	2	1	0
WEIGHTED SAMPLE SIZE (#)	589	246	174	122	46	511	78	374	215	64	150	375	62	119	115	271	380	58	89	41
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

TABLE 16:

Are you currently attending an educational institution, either full-time or part-time?

	Overall	Province				Language		Gender		Age			Education				Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Yes, full-time	15	21	6	15	17	17	4	16	13	75	21	2	59	8	22	6	3	48	30	40
Yes, part-time	5	5	4	2	11	5	6	4	6	0	4	6	0	5	6	6	5	0	3	11
No	80	74	89	83	72	78	90	79	82	25	76	91	40	87	73	88	92	52	67	49
Don't know/No answer	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	588	245	174	122	46	511	77	373	215	64	150	374	62	117	115	271	379	58	89	41
UNWEIGHTED SAMPLE SIZE (#)	588	226	95	213	54	545	43	376	212	138	146	304	117	107	112	232	314	67	109	72

TABLE 17a:

[ASK IF 'YES, FULL-TIME' OR 'YES, PART-TIME' IN Q.16 DO NOT ASK Q.17a OR Q.17b IF CODES 04-08 CODED IN Q.15] Which, if any, of the following do you currently attend?

Junior high

	Overall	Province				Language		Gender		Age			Education		Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	L.T. H.S.	Grad H.S.	F-T Now	F-T Past	P-T Now	P-T Past
Yes	24	21	0	29	46	24	0	26	18	32	0	0	33	1	0	19	29	28
No	76	79	100	71	54	76	100	74	82	68	100	100	67	99	100	81	71	72
WEIGHTED SAMPLE SIZE (#)	52	27	8	10	8	52	0	37	16	39	10	4	37	15	7	14	17	12
UNWEIGHTED SAMPLE SIZE (#)	111	34	3	65	9	110	1	68	43	97	11	3	92	19	10	23	34	38

TABLE 17b:

[ASK IF 'YES, FULL-TIME' OR 'YES, PART-TIME' IN Q.16 DO NOT ASK Q.17a OR Q.17b IF CODES 04-08 CODED IN Q.15] Which, if any, of the following do you currently attend?

High school

	Overall	Province				Language		Gender		Age			Education		Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	L.T. H.S.	Grad H.S.	F-T Now	F-T Past	P-T Now	P-T Past
Yes	70	60	79	96	64	70	100	71	68	94	33	0	100	22	36	59	91	87
No	30	40	21	4	36	30	0	29	32	6	67	100	0	78	64	41	9	13
WEIGHTED SAMPLE SIZE (#)	40	21	8	7	4	40	0	27	13	27	10	4	25	15	7	11	12	8
UNWEIGHTED SAMPLE SIZE (#)	78	26	3	44	5	77	1	46	32	64	11	3	60	18	10	17	20	28

TABLE 17c:

[ASK IF 'YES, FULL-TIME' OR 'YES, PART-TIME' IN Q.16 DO NOT ASK Q.17a OR Q.17b IF CODES 04-08 CODED IN Q.15] Which, if any, of the following do you currently attend?

Undergraduate university programme

	Overall	Province				Language		Gender		Age			Education			Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Yes	49	57	32	44	35	48	57	59	32	64	76	16	39	75	27	24	85	44	45
No	50	42	68	56	65	51	43	40	68	29	24	84	61	22	73	76	15	56	47
Don't know/No answer	1	2	0	0	0	1	0	2	0	7	0	0	0	2	0	0	0	0	7
WEIGHTED SAMPLE SIZE (#)	76	45	13	11	6	68	7	48	28	11	33	32	12	32	32	28	19	13	10
UNWEIGHTED SAMPLE SIZE (#)	85	46	7	24	8	81	4	56	29	24	35	26	14	43	27	25	20	18	14

TABLE 17d:

[ASK IF 'YES, FULL-TIME' OR 'YES, PART-TIME' IN Q.16 DO NOT ASK Q.17a OR Q.17b IF CODES 04-08 CODED IN Q.15] Which, if any, of the following do you currently attend?

Graduate university programme

	Overall	Province				Language		Gender		Age			Education			Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Yes	40	35	64	12	38	38	54	47	31	22	46	40	0	23	58	42	0	61	41
No	58	61	36	88	62	60	46	49	69	59	54	60	100	70	42	58	100	39	45
Don't know/No answer	2	4	0	0	0	2	0	3	0	19	0	0	0	7	0	0	0	0	13
WEIGHTED SAMPLE SIZE (#)	41	19	11	6	4	36	6	22	19	4	11	27	7	10	23	21	6	8	5
UNWEIGHTED SAMPLE SIZE (#)	38	18	6	9	5	35	3	20	18	7	9	22	8	10	19	17	4	8	7

TABLE 17e:

[ASK IF 'YES, FULL-TIME' OR 'YES, PART-TIME' IN Q.16 DO NOT ASK Q.17a OR Q.17b IF CODES 04-09 CODED IN Q.15] Which, if any, of the following do you currently attend?

Community college

	Overall	Province				Language		Gender		Age			Education			Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Yes	35	34	0	52	63	39	0	28	42	24	27	40	45	16	44	31	35	44	30
No	62	60	100	48	37	57	100	66	58	52	73	60	55	75	56	69	65	56	47
Don't know/No answer	3	6	0	0	0	3	0	6	0	24	0	0	0	9	0	0	0	0	23
WEIGHTED SAMPLE SIZE (#)	25	13	4	6	3	22	3	12	13	3	6	16	7	8	10	12	6	3	3
UNWEIGHTED SAMPLE SIZE (#)	24	12	2	7	3	23	1	11	13	5	5	14	8	7	9	11	4	3	5

TABLE 17f:

[ASK IF 'YES, FULL-TIME' OR 'YES, PART-TIME' IN Q.16 DO NOT ASK Q.17a OR Q.17b IF CODES 04-06 CODED IN Q.15] Which, if any, of the following do you currently attend?

Private college

	Overall	Province				Language		Gender		Age			Education			Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Yes	29	24	0	64	100	35	0	23	36	37	15	33	3	20	59	37	0	0	67
No	66	67	100	36	0	60	100	69	64	31	85	67	97	69	41	63	100	100	0
Don't know/No answer	4	9	0	0	0	5	0	8	0	31	0	0	0	11	0	0	0	0	33
WEIGHTED SAMPLE SIZE (#)	16	8	4	3	1	14	3	9	8	2	4	10	4	7	5	9	4	2	2
UNWEIGHTED SAMPLE SIZE (#)	15	8	2	4	1	14	1	7	8	4	3	8	4	6	5	7	2	2	4

TABLE 17g:

[ASK IF 'YES, FULL-TIME' OR 'YES, PART-TIME' IN Q.16 DO NOT ASK Q.17a OR Q.17b IF CODES 04-08 CODED IN Q.15] Which, if any, of the following do you currently attend?

Other

	Overall	Province			Language		Gender		Age			Education			Business Operation			
		NS	NB	NF	English	French	Male	Female	15-19	20-24	25-29	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Yes	71	88	37	100	92	0	49	100	50	27	100	100	38	100	100	27	100	0
No	23	0	63	0	0	100	40	0	0	73	0	0	49	0	0	73	0	0
Don't know/No answer	6	12	0	0	8	0	11	0	50	0	0	0	13	0	0	0	0	100
WEIGHTED SAMPLE SIZE (#)	11	6	4	1	9	3	7	5	1	4	6	4	5	2	5	4	2	1
UNWEIGHTED SAMPLE SIZE (#)	9	6	2	1	8	1	5	4	2	2	5	3	4	2	4	2	2	1

TABLE 17h:

Which, if any, of the following do you currently attend?

	Overall	Province				Language		Gender		Age			Education				Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Junior high	11	9	0	13	29	11	0	12	7	26	0	0	33	1	0	0	0	9	17	17
High school	24	20	31	31	22	26	2	26	22	53	9	0	67	21	0	0	8	23	37	37
Undergraduate university programme	32	41	22	24	17	30	58	37	23	15	69	16	0	31	77	27	22	57	20	23
Graduate university programme	14	11	38	4	12	12	42	14	15	2	13	34	0	0	8	42	29	0	16	11
Community college	8	7	0	14	12	8	0	4	14	2	4	20	0	21	4	13	13	7	4	5
Private College	4	3	0	8	7	4	0	3	7	2	2	10	0	1	4	10	11	0	0	8
Other	7	9	8	5	0	7	0	4	12	2	3	20	0	25	7	7	18	3	6	0
WEIGHTED SAMPLE SIZE (#)	115	63	19	21	13	108	7	76	39	47	36	32	37	15	31	32	31	28	29	29
UNWEIGHTED SAMPLE SIZE (#)	181	70	9	87	15	176	5	114	67	116	39	26	92	19	42	27	31	38	50	49

TABLE 18:

[ASK IF CODE 04, 05, 06, 07 OR 08 IN Q.15. AND/OR IF 'YES' IN c,d,e,f, or g in Q17] Which certificates, diplomas, or degrees did you earn or are you currently studying for in college or university?

	Overall	Province				Language		Gender		Age			Education			Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Other	43	36	53	46	33	41	59	46	38	32	39	45	34	32	48	43	27	46	50
Bachelor of Business Administration/BBA/Commerce	18	16	17	20	21	18	17	22	12	11	20	17	29	15	18	17	19	10	15
Bachelor of Science (B.Sc.)	11	15	9	4	12	11	9	12	9	13	10	11	0	6	13	10	7	17	11
Bachelor of Arts (BA)	10	13	8	8	8	11	3	10	10	34	9	9	14	11	10	7	24	9	22
None	7	8	11	2	3	7	12	7	8	1	7	8	8	18	3	9	0	10	1
Business Management/Information	7	6	6	6	13	7	3	6	8	0	9	6	13	2	8	7	9	2	18
Computer Science/Computer related studies	5	3	1	14	0	5	0	7	1	7	7	3	1	3	5	6	2	2	5
Cosmetology/Hairdressing	3	3	4	4	0	3	3	0	7	0	6	2	0	4	3	4	5	0	0
Travel & Tourism/Hospitality	3	3	3	2	3	3	0	0	7	0	0	4	0	4	3	3	0	8	0
Massage Therapy Diploma/certificate	3	3	1	4	2	3	0	1	4	0	2	3	0	3	3	3	0	6	0
Bachelor of Engineering/Engineering	3	3	1	3	3	3	0	3	2	2	2	3	8	4	2	3	3	3	1
High School Diploma	2	2	3	1	0	1	6	1	4	0	0	3	0	4	1	2	3	0	0
Secretarial	2	2	3	2	0	2	3	1	4	0	0	3	0	2	2	2	0	2	0
Early Childhood Education Diploma/certificate	2	3	0	2	3	2	0	0	4	0	2	2	0	2	2	2	0	3	0
Automotive/Autobody repair	2	1	1	1	12	2	0	3	0	0	1	2	0	1	2	2	0	0	4
Public Relations	2	3	1	0	3	1	5	2	2	5	0	2	0	1	2	2	2	0	4
Degree/Diploma (non specific)	2	1	4	1	0	1	9	1	2	0	3	1	0	1	2	2	3	0	0
Security Services	2	1	1	2	6	1	3	2	1	0	1	2	0	1	2	2	0	0	0
Accounting/Bookkeeping	2	2	1	2	0	2	0	1	2	0	0	2	0	1	2	1	4	2	0
Finance/Banking	1	2	1	0	0	1	0	2	0	0	1	1	0	1	2	1	7	0	0

TABLE 18:

[ASK IF CODE 04, 05, 06, 07 OR 08 IN Q.15. AND/OR IF 'YES' IN c,d,e,f, or g in Q17] Which certificates, diplomas, or degrees did you earn or are you currently studying for in college or university?

Bachelor of Education/Education	1	2	0	2	0	1	0	1	1	2	1	1	0	0	2	0	3	0	5
Electronics/Service technician	1	1	0	3	0	1	0	2	0	0	1	1	0	1	1	1	0	3	0
Animal Care Technician/Animal Science	1	1	0	1	3	1	0	0	2	0	2	1	0	1	1	1	0	0	0
Don't know/undecided	0	1	0	0	0	0	0	0	1	0	0	0	11	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	395	169	114	81	31	349	46	228	167	13	105	277	12	115	267	271	39	47	21
UNWEIGHTED SAMPLE SIZE (#)	357	151	65	105	36	330	27	214	143	29	102	226	14	112	230	226	39	47	25

TABLE 19:

[DO NOT ASK IF 'YES' IN Q.17a, OR IF CODE '01' IN Q.15 - ALL SUCH RESPONDENTS SKIP TO Q.23] In your high school, [did/do] you take any courses that discuss(ed) starting your own business?

	Overall	Province				Language		Gender		Age			Education				Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Yes	26	18	27	42	16	27	20	30	18	46	44	15	35	38	25	19	22	42	26	29
No	72	79	73	56	82	71	80	68	79	54	53	83	63	60	74	79	76	56	73	64
No such courses offered	2	3	0	2	1	2	0	1	3	0	2	2	0	1	1	2	1	2	1	6
Don't know/No answer	0	1	0	1	0	0	0	1	0	0	0	0	1	1	0	0	0	0	0	2
WEIGHTED SAMPLE SIZE (#)	577	240	174	120	43	498	78	365	212	52	150	375	50	119	115	271	380	55	84	37
UNWEIGHTED SAMPLE SIZE (#)	556	219	95	192	50	512	44	355	201	105	146	305	85	107	112	232	315	61	95	62

TABLE 20:

In general, would you say the courses you [took/are taking] in high school that discuss(ed) starting your own business [were/are]...:

	Overall	Province				Language		Gender		Age			Education				Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Excellent	14	18	10	16	0	13	20	12	18	37	11	8	29	20	17	3	7	2	30	43
Very good	41	30	48	44	50	41	47	37	54	32	48	38	23	48	34	44	51	28	24	30
Only fair, or	35	37	36	32	32	35	33	40	20	11	35	44	31	20	42	45	33	48	39	25
Poor	9	13	6	8	18	11	0	10	8	17	6	10	18	10	7	9	8	23	4	1
[VOL] Don't know/No answer	0	2	0	0	0	1	0	1	0	3	0	0	0	2	0	0	0	0	3	0
WEIGHTED SAMPLE SIZE (#)	148	43	48	50	7	132	16	109	38	24	86	58	18	45	29	51	85	23	22	11
UNWEIGHTED SAMPLE SIZE (#)	180	45	24	102	9	171	9	127	53	61	72	47	43	46	37	49	78	27	36	29

TABLE 21:

[ASK IF CODE 04, 05, 06, 07, OR 08 IN Q.15, AND/OR IF 'YES' (CODE 1) IN 17c, 17d, 17e, 17f OR 17g] [Did/Are] you [take/taking] any courses that discuss(ed) starting your own business, at any of the educational institution(s) you have attended after high school?

	Overall	Province				Language		Gender		Age			Education			Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Yes	44	39	38	61	46	44	42	43	45	30	40	46	25	38	47	45	41	39	41
No	56	61	62	39	54	56	58	57	55	70	60	54	75	62	53	55	59	61	59
WEIGHTED SAMPLE SIZE (#)	396	169	114	82	31	350	46	229	167	13	105	278	12	115	268	271	39	48	21
UNWEIGHTED SAMPLE SIZE (#)	358	151	65	106	36	331	27	215	143	29	102	227	14	112	231	226	39	48	25

TABLE 22:

[ASK IF 'YES' in Q.21] In general, would you say the courses you [took/are taking] after high school that discuss(ed) starting your own business [were/are]...:

	Overall	Province				Language		Gender		Age			Education			Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Excellent	16	23	11	14	4	17	8	16	16	18	16	16	32	8	18	13	28	12	35
Very good	55	61	62	46	33	51	79	53	57	39	60	53	36	67	51	56	33	69	32
Only fair, or	22	11	14	30	63	23	13	27	14	43	14	24	31	17	23	23	19	13	34
Poor	8	5	13	9	0	9	0	4	13	0	10	7	0	8	8	8	21	5	0
WEIGHTED SAMPLE SIZE (#)	174	66	44	50	14	154	20	99	75	4	42	128	3	44	127	122	16	19	9
UNWEIGHTED SAMPLE SIZE (#)	162	58	26	61	17	149	13	95	67	8	47	107	4	43	114	107	16	21	9

TABLE 23a:

Now I would like to ask about business skills or business advice you may have acquired either before or after starting your own business. I am not asking in this question about your formal educational training at school, college, or university. In which, if any, of the following areas have you received business skills training or business advice?

Advice from a mentor or experienced business owner

	Overall	Province				Language		Gender		Age			Education				Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Yes	84	91	75	82	86	88	58	87	77	80	85	84	82	81	84	84	83	83	85	85
No	15	9	22	18	14	12	35	13	20	14	13	16	18	16	16	15	16	17	8	15
Don't know/No answer	1	1	3	0	0	0	7	0	3	6	2	0	0	4	0	1	0	0	7	0
WEIGHTED SAMPLE SIZE (#)	577	240	174	120	43	498	78	365	212	52	150	375	50	119	115	271	380	55	84	37
UNWEIGHTED SAMPLE SIZE (#)	556	219	95	192	50	512	44	355	201	105	146	305	85	107	112	232	315	61	95	62

TABLE 23b:

Now I would like to ask about business skills or business advice you may have acquired either before or after starting your own business. I am not asking in this question about your formal educational training at school, college, or university. In which, if any, of the following areas have you received business skills training or business advice?

An On-line course

	Overall	Province				Language		Gender		Age			Education				Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Yes	7	8	6	7	7	8	1	8	5	14	2	8	13	6	2	8	8	2	8	8
No	92	92	92	93	93	92	95	92	93	81	98	92	87	90	97	92	92	98	88	92
Not relevant to my business	0	1	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0	0
Don't know/No answer	1	0	2	0	0	0	4	0	1	6	0	0	0	3	0	0	0	0	4	0
WEIGHTED SAMPLE SIZE (#)	577	240	174	120	43	498	78	365	212	52	150	375	50	119	115	271	360	55	84	37
UNWEIGHTED SAMPLE SIZE (#)	556	219	95	192	50	512	44	355	201	105	146	305	85	107	112	232	315	61	95	62

TABLE 23c:

Now I would like to ask about business skills or business advice you may have acquired either before or after starting your own business. I am not asking in this question about your formal educational training at school, college, or university. In which, if any, of the following areas have you received business skills training or business advice?

Business seminars

	Overall	Province				Language		Gender		Age			Education				Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Yes	50	57	43	50	36	50	48	48	54	43	53	50	38	48	55	50	52	49	45	43
No	50	42	57	50	64	49	52	52	45	57	47	50	62	51	45	50	47	51	55	57
Don't know/No answer	0	1	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	577	240	174	120	43	498	78	365	212	52	150	375	50	119	115	271	390	55	84	37
UNWEIGHTED SAMPLE SIZE (#)	556	219	95	192	50	512	44	355	201	105	146	305	85	107	112	232	315	61	95	62

TABLE 23d:

Now I would like to ask about business skills or business advice you may have acquired either before or after starting your own business. I am not asking in this question about your formal educational training at school, college, or university. In which, if any, of the following areas have you received business skills training or business advice?

Bookkeeping or accounting

	Overall	Province				Language		Gender		Age			Education				Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Yes	60	60	63	58	54	59	65	58	64	60	59	60	45	57	56	65	61	55	55	65
No	39	40	35	42	46	41	29	42	33	34	41	39	55	39	44	34	39	45	41	35
Not relevant to my business	0	0	1	0	0	0	2	0	1	0	0	0	0	0	0	1	0	0	0	0
Don't know/No answer	1	1	2	0	0	0	4	0	2	6	0	0	0	4	0	0	0	0	4	0
WEIGHTED SAMPLE SIZE (#)	577	240	174	120	43	498	78	365	212	52	150	375	50	119	115	271	380	55	84	37
UNWEIGHTED SAMPLE SIZE (#)	556	219	95	192	50	512	44	355	201	105	146	305	85	107	112	232	315	61	95	62

TABLE 23e:

Now I would like to ask about business skills or business advice you may have acquired either before or after starting your own business. I am not asking in this question about your formal educational training at school, college, or university. In which, if any, of the following areas have you received business skills training or business advice?

Marketing

	Overall	Province				Language		Gender		Age			Education				Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Yes	57	69	49	53	41	59	47	58	55	61	62	55	55	45	59	63	55	58	62	64
No	42	31	51	47	59	41	53	42	44	38	38	45	44	54	41	37	44	42	38	36
Don't know/No answer	0	1	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	577	240	174	120	43	498	78	365	212	52	150	375	50	119	115	271	380	55	84	37
UNWEIGHTED SAMPLE SIZE (#)	556	219	95	192	50	512	44	355	201	105	146	305	85	107	112	232	315	61	95	62

TABLE 23f:

Now I would like to ask about business skills or business advice you may have acquired either before or after starting your own business. I am not asking in this question about your formal educational training at school, college, or university. In which, if any, of the following areas have you received business skills training or business advice?

Employee motivation

	Overall	Province				Language		Gender		Age			Education				Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Yes	34	37	30	33	35	36	19	38	27	39	35	33	30	35	33	33	36	34	31	24
No	65	61	70	67	59	62	81	62	70	60	63	66	67	61	66	66	63	66	65	76
Not relevant to my business	1	1	0	1	4	1	0	0	1	1	1	0	3	1	0	1	0	0	3	0
Don't know/No answer	1	2	0	0	2	1	0	0	2	0	0	1	0	3	1	0	1	0	1	0
WEIGHTED SAMPLE SIZE (#)	577	240	174	120	43	498	78	365	212	52	150	375	50	119	115	271	380	55	84	37
UNWEIGHTED SAMPLE SIZE (#)	556	219	95	192	50	512	44	355	201	105	146	305	85	107	112	232	315	61	95	62

TABLE 23g:

Now I would like to ask about business skills or business advice you may have acquired either before or after starting your own business. I am not asking in this question about your formal educational training at school, college, or university. In which, if any, of the following areas have you received business skills training or business advice?

E-commerce

	Overall	Province				Language		Gender		Age			Education				Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Yes	20	23	18	17	13	20	19	22	16	11	22	20	7	17	20	24	20	5	28	21
No	78	74	78	82	85	79	73	77	79	81	76	78	88	79	79	74	77	93	67	79
Not relevant to my business	0	1	0	0	0	0	0	0	1	1	0	0	1	0	1	0	0	0	0	0
Don't know/No answer	2	2	4	0	2	1	8	1	5	8	1	2	4	4	0	2	2	2	5	0
WEIGHTED SAMPLE SIZE (#)	577	240	174	120	43	498	78	365	212	52	150	375	50	119	115	271	380	55	84	37
UNWEIGHTED SAMPLE SIZE (#)	556	219	95	192	50	512	44	355	201	105	146	305	85	107	112	232	315	61	95	62

TABLE 23h:

Now I would like to ask about business skills or business advice you may have acquired either before or after starting your own business. I am not asking in this question about your formal educational training at school, college, or university. In which, if any, of the following areas have you received business skills training or business advice?

Exporting

	Overall	Province				Language		Gender		Age			Education				Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Yes	12	9	9	20	13	11	18	12	11	3	8	14	6	11	9	15	14	3	8	9
No	87	89	90	79	85	88	78	87	86	89	92	84	92	85	89	85	85	93	88	91
Not relevant to my business	1	1	0	1	0	1	0	0	1	0	0	1	0	0	2	0	1	2	0	0
Don't know/No answer	1	1	2	0	1	1	4	0	2	7	0	0	2	4	0	0	0	1	4	0
WEIGHTED SAMPLE SIZE (#)	577	240	174	120	43	498	78	365	212	52	150	375	50	119	115	271	380	55	84	37
UNWEIGHTED SAMPLE SIZE (#)	556	219	95	192	50	512	44	355	201	105	146	305	85	107	112	232	315	61	95	62

TABLE 23I:

Now I would like to ask about business skills or business advice you may have acquired either before or after starting your own business. I am not asking in this question about your formal educational training at school, college, or university. In which, if any, of the following areas have you received business skills training or business advice?

Business planning

	Overall	Province				Language		Gender		Age			Education				Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Yes	64	70	52	71	52	66	51	64	63	78	68	60	58	69	63	63	60	74	69	73
No	36	29	48	29	48	34	49	36	36	21	32	40	42	30	37	37	40	26	31	26
Don't know/No answer	0	1	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	577	240	174	120	43	498	78	365	212	52	150	375	50	119	115	271	380	55	84	37
UNWEIGHTED SAMPLE SIZE (#)	556	219	95	192	50	512	44	355	201	105	146	305	85	107	112	232	315	61	95	62

TABLE 23j:

Now I would like to ask about business skills or business advice you may have acquired either before or after starting your own business. I am not asking in this question about your formal educational training at school, college, or university. In which, if any, of the following areas have you received business skills training or business advice?

Management skills

	Overall	Province				Language		Gender		Age			Education				Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Yes	57	60	54	58	49	58	53	59	53	64	60	55	60	54	53	60	57	58	52	62
No	42	39	44	42	51	42	43	41	45	30	40	45	40	42	47	40	42	42	45	38
Don't know/No answer	1	1	2	0	0	0	4	0	2	6	0	0	0	4	0	0	0	0	4	0
WEIGHTED SAMPLE SIZE (#)	577	240	174	120	43	498	78	365	212	52	150	375	50	119	115	271	380	55	84	37
UNWEIGHTED SAMPLE SIZE (#)	556	219	95	192	50	512	44	355	201	105	146	305	85	107	112	232	315	61	95	62

TABLE 23k:

Now I would like to ask about business skills or business advice you may have acquired either before or after starting your own business. I am not asking in this question about your formal educational training at school, college, or university. In which, if any, of the following areas have you received business skills training or business advice?

Sales

	Overall	Province				Language		Gender		Age			Education				Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Yes	58	64	60	50	39	59	49	61	54	68	61	55	57	57	61	57	58	56	60	61
No	42	36	40	49	61	40	51	39	45	31	39	44	43	43	37	43	42	44	38	39
Not relevant to my business	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0
Don't know/No answer	0	1	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	2	0
WEIGHTED SAMPLE SIZE (#)	577	240	174	120	43	498	78	365	212	52	150	375	50	119	115	271	380	55	84	37
UNWEIGHTED SAMPLE SIZE (#)	556	219	95	192	50	512	44	355	201	105	146	305	85	107	112	232	315	61	95	62

TABLE 23I:

Now I would like to ask about business skills or business advice you may have acquired either before or after starting your own business. I am not asking in this question about your formal educational training at school, college, or university. In which, if any, of the following areas have you received business skills training or business advice?

Any others

	Overall	Province				Language		Gender		Age			Education				Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Networking	2	3	2	2	0	2	4	2	3	6	1	2	6	2	0	3	3	0	2	4
Customer Service/Relations	4	6	2	2	4	4	0	3	5	1	1	5	0	0	0	7	4	4	5	1
Time Management	1	1	2	0	0	1	4	1	1	1	2	1	1	0	0	2	2	0	0	1
Human Resources	1	2	2	1	0	2	0	1	3	3	1	2	0	0	1	3	2	0	0	4
Business Planning/Management	2	2	0	3	0	2	0	1	2	1	2	1	0	2	1	2	1	0	2	7
None	172	168	172	180	176	175	155	178	163	155	184	170	163	172	173	172	171	190	168	166
Other	20	22	21	12	19	17	37	16	26	36	11	21	31	25	25	14	20	7	25	23
WEIGHTED SAMPLE SIZE (#)	577	240	174	120	43	498	78	365	212	52	150	375	50	119	115	271	380	55	84	37
UNWEIGHTED SAMPLE SIZE (#)	556	219	95	192	50	512	44	355	201	105	148	305	85	107	112	232	315	61	95	62

TABLE 24:

If a mentor, namely an experienced business owner were available to you with business advice at no cost, how likely, if at all, would you be to use this resource person? Would you be...:

	Overall	Province				Language		Gender		Age			Education				Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Very likely	65	61	67	70	63	64	68	61	72	56	68	65	52	66	66	68	64	73	60	71
Somewhat likely	26	28	26	22	26	27	21	29	21	39	24	25	41	26	21	24	26	22	27	28
Not very likely, or	5	6	2	7	7	5	7	6	4	3	7	5	4	2	11	4	5	3	10	1
Not at all likely	3	3	4	1	3	3	4	3	3	1	0	4	0	4	3	2	3	1	3	0
Don't know/No answer	1	2	0	1	0	1	0	1	0	0	0	1	2	1	0	1	1	0	0	0
WEIGHTED SAMPLE SIZE (#)	589	246	174	122	46	511	78	374	215	64	150	375	62	119	115	271	380	58	89	41
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

TABLE 25a:

Some young business owners say they lack business skills and this prevents their company from growing. In which, if any, of the following areas would you say you currently lack business skills?

Bookkeeping or accounting

	Overall	Province				Language		Gender		Age			Education				Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Yes	56	57	59	49	54	55	61	57	53	49	55	57	46	60	57	55	57	53	51	63
No	44	43	41	50	44	45	39	42	47	51	45	42	54	40	43	44	43	47	49	35
Not relevant to my business	0	0	0	1	2	0	0	1	0	0	0	1	0	0	0	1	0	0	0	2
Don't know/No answer	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	589	246	174	122	46	511	78	374	215	64	150	375	62	119	115	271	380	58	89	41
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

TABLE 25b:

Some young business owners say they lack business skills and this prevents their company from growing. In which, if any, of the following areas would you say you currently lack business skills?

Marketing

	Overall	Province				Language		Gender		Age			Education				Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Yes	45	42	47	47	54	45	48	44	48	40	41	48	35	50	46	44	48	42	45	29
No	54	57	52	53	46	54	52	55	52	60	57	52	60	50	53	56	51	58	55	71
Not relevant to my business	1	1	2	0	0	1	0	1	1	0	2	0	4	0	1	0	1	0	0	0
Don't know/No answer	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	**589**	**246**	**174**	**122**	**46**	**511**	**78**	**374**	**215**	**64**	**150**	**375**	**62**	**119**	**115**	**271**	**380**	**58**	**89**	**41**
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

TABLE 25c:

Some young business owners say they lack business skills and this prevents their company from growing. In which, if any, of the following areas would you say you currently lack business skills?

Employee motivation

	Overall	Province				Language		Gender		Age			Education				Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Yes	29	29	35	24	20	27	43	31	27	39	28	28	33	30	28	29	28	31	26	42
No	65	63	62	73	73	68	49	66	64	57	69	66	61	67	68	65	68	65	62	55
Not relevant to my business	5	7	3	2	7	4	8	2	9	3	3	6	4	2	4	6	4	2	11	3
Don't know/No answer	1	1	0	1	0	1	0	1	1	1	1	1	2	1	0	1	1	2	1	0
WEIGHTED SAMPLE SIZE (#)	589	246	174	122	46	511	78	374	215	64	150	375	62	119	115	271	380	58	89	41
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

TABLE 25d:

Some young business owners say they lack business skills and this prevents their company from growing. In which, if any, of the following areas would you say you currently lack business skills?

E-commerce

	Overall	Province				Language		Gender		Age			Education				Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Yes	62	59	58	69	68	64	46	61	63	68	62	61	58	57	68	62	61	72	60	62
No	32	35	34	26	28	30	42	34	28	28	34	32	33	35	29	33	34	26	31	33
Not relevant to my business	2	3	2	2	0	2	2	1	5	1	1	3	0	2	2	3	2	0	4	0
Don't know/No answer	4	3	6	3	4	3	10	4	4	3	3	4	8	6	1	2	3	2	4	5
WEIGHTED SAMPLE SIZE (#)	**589**	**246**	**174**	**122**	**46**	**511**	**78**	**374**	**215**	**64**	**150**	**375**	**62**	**119**	**115**	**271**	**380**	**58**	**89**	**41**
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

TABLE 25e:

Some young business owners say they lack business skills and this prevents their company from growing. In which, if any, of the following areas would you say you currently lack business skills?

Exporting

	Overall	Province				Language		Gender		Age			Education				Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Yes	60	61	60	63	50	62	49	62	57	77	59	58	69	54	62	62	55	81	60	75
No	28	28	27	28	37	26	40	29	27	14	31	30	26	32	23	28	31	18	30	20
Not relevant to my business	11	10	13	9	13	11	11	8	16	6	10	12	3	13	16	10	13	0	10	5
Don't know/No answer	0	1	0	1	0	0	0	0	1	3	0	0	2	1	0	0	0	1	1	0
WEIGHTED SAMPLE SIZE (#)	**589**	**246**	**174**	**122**	**46**	**511**	**78**	**374**	**215**	**64**	**150**	**375**	**62**	**119**	**115**	**271**	**380**	**58**	**89**	**41**
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

TABLE 25f:

Some young business owners say they lack business skills and this prevents their company from growing. In which, if any, of the following areas would you say you currently lack business skills?

Business planning

	Overall	Province				Language		Gender		Age			Education				Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Yes	35	32	41	26	47	34	42	33	37	28	28	39	28	39	31	37	34	32	42	33
No	65	67	58	74	53	66	58	66	62	72	72	60	72	61	66	63	65	68	58	67
Not relevant to my business	1	1	1	0	0	1	0	0	1	0	0	1	0	0	2	0	1	0	0	0
WEIGHTED SAMPLE SIZE (#)	589	246	174	122	46	511	78	374	215	64	150	375	62	119	115	271	380	58	89	41
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

TABLE 25g:

Some young business owners say they lack business skills and this prevents their company from growing. In which, if any, of the following areas would you say you currently lack business skills?

Management skills

	Overall	Province				Language		Gender		Age			Education				Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Yes	36	30	46	33	37	34	51	35	38	29	34	38	30	42	32	36	39	25	25	49
No	62	67	54	66	63	65	49	64	59	70	65	60	68	58	65	62	60	72	72	47
Not relevant to my business	1	2	0	0	0	1	0	0	2	0	0	1	0	0	0	1	0	0	3	3
Don't know/No answer	1	1	1	1	0	1	0	1	1	1	1	1	2	0	3	0	1	3	1	0
WEIGHTED SAMPLE SIZE (#)	**589**	**246**	**174**	**122**	**46**	**511**	**78**	**374**	**215**	**64**	**150**	**375**	**62**	**119**	**115**	**271**	**380**	**58**	**89**	**41**
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

TABLE 25h:

Some young business owners say they lack business skills and this prevents their company from growing. In which, if any, of the following areas would you say you currently lack business skills?

Sales

	Overall	Province				Language		Gender		Age			Education				Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Yes	32	27	38	29	36	30	42	29	36	28	30	33	24	32	34	32	30	30	37	31
No	67	71	60	68	62	69	54	70	60	71	69	65	75	67	65	65	68	70	60	67
Not relevant to my business	2	1	2	2	2	1	4	1	4	0	1	2	0	1	2	2	2	0	3	0
Don't know/No answer	0	0	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	2
WEIGHTED SAMPLE SIZE (#)	**589**	**246**	**174**	**122**	**46**	**511**	**78**	**374**	**215**	**64**	**150**	**375**	**62**	**119**	**115**	**271**	**380**	**58**	**69**	**41**
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

TABLE 25I:

Some young business owners say they lack business skills and this prevents their company from growing. In which, if any, of the following areas would you say you currently lack business skills?

Any others

	Overall	Province				Language		Gender		Age			Education				Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Yes	5	7	3	5	2	6	0	5	5	2	4	6	2	7	4	5	7	0	3	2
No	93	92	95	93	98	92	100	93	94	92	96	93	93	93	96	93	92	94	96	94
Advertising/Promotions	2	1	3	2	0	2	0	2	1	5	0	1	5	0	0	2	1	6	0	3
WEIGHTED SAMPLE SIZE (#)	**589**	**246**	**174**	**122**	**46**	**511**	**78**	**374**	**215**	**64**	**150**	**375**	**62**	**119**	**115**	**271**	**380**	**58**	**89**	**41**
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

TABLE 26:

If you were to take training to improve your business skills, which one of the following four formats would you prefer? Would you prefer training....:

	Overall	Province				Language		Gender		Age			Education				Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
On-line using the Internet, whereby you can proceed at your own pace	20	17	23	21	22	19	28	19	22	13	18	22	17	20	21	21	21	15	20	14
One-on-One with a business trainer or cousellor	34	32	36	34	33	34	34	34	33	32	41	31	30	34	40	32	33	40	32	34
In a classroom course situation with other young business owners	16	16	12	19	16	16	15	15	17	23	10	16	23	11	12	16	16	11	19	20
In the form of one or two day seminars with other young business owners	28	34	24	22	29	30	17	30	25	31	27	28	29	28	25	29	27	34	26	33
Other	1	1	2	2	0	2	0	1	2	1	1	2	0	4	1	1	2	0	0	0
Don' t know/No answer	1	0	2	2	0	1	5	1	2	0	2	1	0	3	0	1	1	0	3	0
WEIGHTED SAMPLE SIZE (#)	**589**	**246**	**174**	**122**	**46**	**511**	**78**	**374**	**215**	**64**	**150**	**375**	**62**	**119**	**115**	**271**	**380**	**58**	**89**	**41**
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

TABLE 27:

What has been the average number of employees you have had on staff, not including yourself, that have been employed by your business over the past year?

	Overall	Province				Language		Gender		Age			Education				Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
None	29	31	25	30	22	27	37	24	37	34	30	27	27	28	24	30	24	32	41	40
One	18	19	13	21	16	19	10	18	17	19	15	18	28	15	16	17	16	17	22	18
Two	18	13	24	21	22	18	22	19	17	15	26	16	16	20	18	19	19	25	15	14
3 to 5	22	25	21	18	12	23	11	24	17	12	23	23	20	18	28	21	24	22	14	19
6 or more	14	11	17	9	28	13	20	14	12	20	6	16	10	19	14	13	16	4	9	9
Can't recall	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	**589**	**246**	**174**	**122**	**46**	**511**	**78**	**374**	**215**	**64**	**150**	**375**	**62**	**119**	**115**	**271**	**380**	**58**	**89**	**41**
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72
MEAN	3.0	3.0	3.3	2.6	3.8	3.0	3.6	3.3	2.5	3.5	2.2	3.3	3.0	3.7	2.8	3.0	3.4	1.9	2.2	2.9
MEDIAN	2.0	1.0	2.0	1.0	2.0	2.0	2.0	2.0	1.0	1.0	2.0	2.0	1.0	2.0	2.0	2.0	2.0	2.0	1.0	1.0

TABLE 28:

[DO NOT ASK IF CODE 2 IN Q.5] Which one of the following two statements comes closer to your thinking? Would you say...

	Overall	Province				Language		Gender		Age			Education				Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
You would like your business to expand in terms of sales and new markets	82	83	78	87	79	83	77	82	81	66	82	84	79	80	81	84	86	43	75	32
You are content with the current size of your business	18	16	22	13	21	17	23	17	19	32	18	16	19	19	19	16	14	57	25	68
Don't know/No answer	0	1	0	0	0	0	0	1	0	2	0	0	2	1	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	**502**	**195**	**166**	**99**	**41**	**427**	**75**	**326**	**176**	**42**	**123**	**337**	**45**	**103**	**94**	**242**	**378**	**13**	**88**	**9**
UNWEIGHTED SAMPLE SIZE (#)	457	174	90	145	48	415	42	305	152	69	115	273	64	87	84	205	313	12	105	9

TABLE 29:

What, if anything, would you say was the main obstacle you had to face when starting a business?

	Overall	Province				Language		Gender		Age			Education				Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Lack of money/finances/capital	60	64	58	54	62	62	44	64	51	55	52	64	47	58	65	62	64	55	51	53
Need training/education	8	6	10	10	9	8	12	11	5	13	6	9	9	13	8	7	9	10	8	5
Marketing/Advertising	8	7	12	8	6	7	20	6	13	11	10	8	8	5	7	11	8	7	11	10
Too young/Not being taken seriously	7	6	9	10	1	7	5	8	6	5	15	4	7	5	11	7	8	8	2	6
Sales/Maintaining profits/client base	6	6	4	7	9	6	4	5	7	6	5	6	5	3	6	7	6	5	5	6
Difficulty finding qualified employees/staff	5	5	9	1	4	4	12	4	7	6	5	6	1	6	9	5	5	8	6	5
Need more information	4	4	4	4	8	5	0	4	5	2	3	5	2	0	4	7	4	7	4	0
Difficulty identifying markets for products or services	4	5	1	6	4	4	2	4	4	2	6	4	4	1	4	6	4	1	5	7
Business set-up/getting it started	4	4	3	4	6	5	0	4	4	8	0	5	7	5	1	4	4	4	7	2
Finding a good location/efficient space	4	6	3	3	0	3	8	3	5	5	4	3	4	5	5	4	3	1	7	7
Business/Managerial skills	4	4	4	2	2	4	2	4	2	0	5	4	6	4	2	4	4	2	2	0
Finding suppliers/product availability	3	3	4	2	2	3	4	3	4	10	2	3	9	1	6	3	3	10	2	3
Government regulations/bureaucracy	3	4	4	2	6	3	6	4	3	1	3	4	0	3	7	4	3	5	4	0
Creating a business plan	3	5	2	2	1	3	4	3	4	1	5	3	1	2	4	4	3	7	2	3
None/No obstacles	3	3	4	2	0	2	8	3	3	0	1	4	2	5	4	2	4	3	0	3
Lack of time/Too busy	3	2	3	2	2	2	3	2	3	3	4	2	2	4	1	3	2	2	5	2
Competition	3	2	6	1	0	2	6	2	3	2	3	2	3	2	4	2	3	0	3	0
Lack of interest/No desire	1	1	3	1	0	1	5	1	2	2	3	1	2	2	2	1	1	0	0	6
Looking for right business opportunity	1	1	1	2	2	1	0	1	2	4	1	1	4	2	0	1	1	2	1	6
Obtaining needed equipment	1	1	1	2	0	1	2	1	1	2	1	1	4	0	1	1	1	0	3	3
Fear	1	1	1	1	1	1	0	1	1	0	0	1	0	2	0	1	1	2	1	0
Establishing the company/Building a reputation	1	0	0	3	2	1	0	1	0	1	1	1	2	2	1	0	1	0	1	0

TABLE 29:

What, if anything, would you say was the main obstacle you had to face when starting a business?

Customer service/Dealing with people	1	0	1	1	1	1	0	0	1	1	0	1	1	1	0	1	0	4	0	4
Little demand for product/service	1	0	1	1	0	0	2	1	0	1	0	0	1	0	1	1	0	0	1	2
Transportation/Distance travelling	0	1	0	0	0	1	0	0	1	3	1	0	2	0	1	0	0	0	0	2
State of the economy	0	1	0	0	0	1	0	0	1	0	0	1	2	0	1	0	0	2	0	0
Financial risk too great	0	1	0	1	1	1	0	0	1	0	1	0	0	0	1	1	0	1	1	0
Still in school	0	0	1	0	0	0	0	1	0	1	0	0	1	1	0	0	0	0	1	0
High taxes	0	1	0	0	0	0	0	1	0	0	1	0	0	0	1	0	0	2	0	0
Creating a product	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	2	0	0
Other	9	11	10	7	3	8	13	10	8	8	7	10	7	8	11	9	9	9	11	4
Don't know/No answer	1	0	2	4	0	1	3	1	2	0	2	1	3	1	1	2	1	2	5	0
WEIGHTED SAMPLE SIZE (#)	**589**	**246**	**174**	**122**	**46**	**511**	**78**	**374**	**215**	**64**	**150**	**375**	**62**	**119**	**115**	**271**	**380**	**58**	**89**	**41**
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

TABLE 30:

And what, if anything, would you say has been the main obstacle you had to face in terms of sustaining and expanding your business?

	Overall	Province				Language		Gender		Age			Education				Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	L.T. H.S.	Grad H.S.	Some Coll./ Univ.	Grad Coll./ Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Lack of continued access to money/finances/capital	39	40	39	37	43	41	25	41	36	17	32	46	29	37	36	42	42	30	32	34
Marketing/Advertising	12	8	19	8	14	9	28	12	12	10	15	11	9	7	10	15	13	8	10	7
Sales/maintaining profits/client base	9	10	8	9	1	9	6	9	9	10	7	9	7	7	7	11	9	11	7	6
Lack of time/too busy	8	10	8	6	4	8	4	8	7	15	5	8	11	7	8	8	5	3	24	5
Difficulty finding qualified employees/staff	7	8	7	4	7	8	2	8	4	2	6	8	4	8	9	7	8	6	2	7
Competition	5	4	8	2	3	4	9	6	3	2	6	5	3	10	6	3	6	3	2	6
Location/Space	4	6	1	4	5	4	2	2	7	6	4	4	5	2	5	4	4	2	6	7
Difficulty identifying markets for products or services	4	2	5	6	2	5	0	5	3	6	7	2	4	4	3	5	4	0	1	12
Lack of business skills/Managerial skills	4	5	3	4	3	4	4	3	5	5	1	5	4	3	5	4	3	9	5	6
Expenses/Keeping costs down	3	5	3	2	2	4	2	2	5	2	3	4	2	2	3	5	4	4	0	9
Product availability/Maintaining supply	3	2	3	4	0	3	2	2	5	5	3	2	4	0	4	3	3	3	2	4
Need more information	2	2	3	1	3	2	6	2	3	6	2	2	1	1	1	4	3	3	0	4
Development/Keeping up with technology/equipment	2	1	1	3	4	2	1	2	1	1	1	2	1	3	2	1	2	1	0	4
Government regulations/bureaucracy	2	3	1	1	2	2	0	1	3	3	1	2	2	1	1	3	1	3	3	0
State of the economy	2	1	1	3	2	1	2	1	3	0	2	2	0	1	2	2	2	6	0	0
Too young	1	0	3	2	0	1	6	2	1	5	1	1	0	3	2	1	2	2	0	0
Lack of interest/No desire	1	2	2	1	0	1	4	1	1	1	1	2	2	3	1	1	1	3	3	0
Weather conditions	1	2	1	1	0	2	0	2	0	3	0	1	7	2	0	0	2	1	0	0
Little demand for product/service	1	1	0	2	0	1	0	0	1	2	0	1	4	0	0	1	1	2	0	0
Need training/education	1	1	0	1	0	1	0	1	0	0	1	1	0	0	1	1	0	3	0	0
High taxes	0	0	0	2	2	1	0	1	0	0	0	1	0	0	0	1	1	2	0	0

TABLE 30:

And what, if anything, would you say has been the main obstacle you had to face in terms of sustaining and expanding your business?

Keeping the business running/continuity	0	1	0	0	0	0	0	1	0	0	1	0	2	0	0	0	1	0	0	0
Lack of technical expertise	0	0	1	0	0	0	2	0	0	0	0	0	0	0	0	1	0	0	0	0
Have a job	0	1	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0
Personal situation (e.g. divorce)	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0
Financial risk too great	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0	2	0	0
Other	9	11	12	6	1	8	17	9	9	20	10	7	7	17	7	7	8	21	8	10
None/Didn't expand	7	5	10	6	5	5	17	5	9	3	5	8	7	9	9	5	7	4	8	1
Don't know/No answer	8	6	8	13	10	8	9	8	9	9	8	8	10	12	11	5	7	9	12	6
WEIGHTED SAMPLE SIZE (#)	**589**	**246**	**174**	**122**	**46**	**511**	**78**	**374**	**215**	**64**	**150**	**375**	**62**	**119**	**115**	**271**	**380**	**58**	**89**	**41**
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

TABLE 31:

Which one of the following six options would most help young people who want to start their own business? Would it be...:

	Overall	Province				Language		Gender		Age			Education				Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Having the guidance of a mentor, that is, an experienced business owner	32	35	25	34	36	32	30	34	29	27	28	34	27	30	34	33	31	36	27	41
Going on a student internship with a business	18	17	21	15	14	18	12	18	17	28	25	13	26	17	22	16	16	36	14	16
Attending courses or seminars about starting a business	19	14	22	23	20	17	30	15	25	14	17	21	20	19	14	21	19	11	25	10
Job shadowing at a business	13	16	10	12	12	14	6	14	11	11	11	14	15	13	10	13	13	10	16	17
Researching business ownership on-line	1	2	1	0	0	1	0	1	2	2	1	1	0	1	4	0	1	0	3	2
Having help identifying a good idea for a business	13	10	16	14	15	13	17	14	12	18	13	12	11	14	13	14	14	5	12	11
Other	3	5	2	1	4	3	0	4	2	0	3	3	2	4	3	2	4	2	1	2
Don't know/No answer	1	1	3	0	0	1	5	1	2	0	2	1	0	1	0	2	2	0	1	0
WEIGHTED SAMPLE SIZE (#)	**589**	**246**	**174**	**122**	**46**	**511**	**78**	**374**	**215**	**64**	**150**	**375**	**62**	**119**	**115**	**271**	**380**	**58**	**89**	**41**
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

TABLE 32a:

Now I would like to ask a few more questions about specific people or factors that may have been influential in your career decision to own your own business. Overall, how important would you say [READ AND ROTATE STATEMENTS] [has been/have been] in influencing your decision to own your own business?

Your high school guidance counsellor

	Overall	Province				Language		Gender		Age			Education				Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Very important	4	3	3	6	1	3	7	2	6	5	4	4	9	1	2	5	3	0	6	4
Somewhat important	9	7	10	11	8	10	7	9	10	11	14	7	15	11	8	8	9	8	8	13
Not very important	22	20	16	33	29	21	30	24	21	22	26	21	16	28	21	20	20	29	26	24
Not at all important	64	68	69	49	62	65	56	65	62	60	57	67	59	58	68	68	67	61	60	57
Haven't yet made any career decisions	0	0	1	0	0	0	0	0	1	0	0	0	0	0	1	0	0	3	0	0
Don't know/No answer	0	1	0	0	0	0	0	1	0	1	0	0	1	1	0	0	0	0	0	2
WEIGHTED SAMPLE SIZE (#)	**589**	**246**	**174**	**122**	**46**	**511**	**78**	**374**	**215**	**64**	**150**	**375**	**62**	**119**	**115**	**271**	**380**	**58**	**89**	**41**
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

TABLE 32b:

Now I would like to ask a few more questions about specific people or factors that may have been influential in your career decision to own your own business. Overall, how important would you say [READ AND ROTATE STATEMENTS] [has been/have been] in influencing your decision to own your own business?

Your teachers/Instructors

	Overall	Province				Language		Gender		Age			Education				Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Very important	19	23	14	19	17	20	13	17	23	18	23	18	24	13	16	22	18	21	18	26
Somewhat important	33	29	33	37	39	33	27	38	23	48	40	27	39	33	39	28	32	31	40	27
Not very important	22	21	22	22	19	19	37	18	27	20	22	22	18	19	21	24	22	21	20	24
Not at all important	26	27	29	22	26	27	23	26	26	14	16	33	19	35	22	26	29	24	22	23
Haven't yet made any career decisions	0	0	1	0	0	0	0	0	1	0	0	0	0	0	1	0	0	3	0	0
Don't know/No answer	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	**589**	**246**	**174**	**122**	**46**	**511**	**78**	**374**	**215**	**64**	**150**	**375**	**62**	**119**	**115**	**271**	**380**	**58**	**89**	**41**
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

TABLE 32c:

Now I would like to ask a few more questions about specific people or factors that may have been influential in your career decision to own your own business. Overall, how important would you say [READ AND ROTATE STATEMENTS] [has been/have been] in influencing your decision to own your own business?

Your parents/family members/guardians

	Overall	Province				Language		Gender		Age			Education				Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Very important	61	58	61	65	59	62	52	59	63	63	71	56	71	62	61	57	63	55	55	59
Somewhat important	26	26	25	25	27	25	29	27	23	21	19	29	16	24	27	29	25	24	31	24
Not very important	8	9	8	6	9	8	13	8	9	15	9	7	7	12	7	8	7	12	10	14
Not at all important	5	6	5	4	4	5	6	6	4	0	1	8	7	2	5	7	5	9	4	3
Don't know/No answer	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	**589**	**246**	**174**	**122**	**46**	**511**	**78**	**374**	**215**	**64**	**150**	**375**	**62**	**119**	**115**	**271**	**380**	**58**	**89**	**41**
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

TABLE 32e:

Now I would like to ask a few more questions about specific people or factors that may have been influential in your career decision to own your own business. Overall, how important would you say [READ AND ROTATE STATEMENTS] [has been/have been] in influencing your decision to own your own business?

The media

	Overall	Province				Language		Gender		Age			Education				Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Very important	7	7	3	12	9	8	2	7	7	6	6	7	11	9	4	7	6	5	10	11
Somewhat important	27	30	27	23	18	26	30	25	30	31	28	26	35	21	36	25	27	37	20	27
Not very important	30	30	26	32	41	30	27	30	29	32	31	29	24	29	27	32	27	28	39	37
Not at all important	36	33	44	32	32	35	41	37	34	31	35	37	28	41	34	36	40	30	29	25
Don't know/No answer	0	0	0	1	0	0	0	0	0	0	0	0	2	0	0	0	0	0	1	0
WEIGHTED SAMPLE SIZE (#)	**589**	**246**	**174**	**122**	**46**	**511**	**78**	**374**	**215**	**64**	**150**	**375**	**62**	**119**	**115**	**271**	**380**	**58**	**89**	**41**
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

TABLE 32g:

Now I would like to ask a few more questions about specific people or factors that may have been influential in your career decision to own your own business. Overall, how important would you say [READ AND ROTATE STATEMENTS] [has been/have been] in influencing your decision to own your own business?

Local entrepreneurs or business-people

	Overall	Province				Language		Gender		Age			Education				Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Very important	34	34	32	38	38	36	26	38	29	48	37	31	44	38	32	32	34	33	35	39
Somewhat important	38	37	41	35	35	36	51	36	41	30	40	38	32	38	38	39	36	48	37	33
Not very important	17	15	18	18	17	17	13	16	18	20	15	17	19	9	19	19	17	10	19	21
Not at all important	11	14	9	9	10	11	10	10	12	2	8	13	5	14	11	10	12	9	9	7
WEIGHTED SAMPLE SIZE (#)	**589**	**246**	**174**	**122**	**46**	**511**	**78**	**374**	**215**	**64**	**150**	**375**	**62**	**119**	**115**	**271**	**380**	**58**	**89**	**41**
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

TABLE 32h:

Now I would like to ask a few more questions about specific people or factors that may have been influential in your career decision to own your own business. Overall, how important would you say [READ AND ROTATE STATEMENTS] [has been/have been] in influencing your decision to own your own business?

Promotional materials and events such as pamphlets, career fairs, etc. that advertise career options

	Overall	Province				Language		Gender		Age			Education				Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Very important	13	13	10	18	13	14	9	11	17	22	12	13	33	10	11	11	10	24	18	21
Somewhat important	30	31	24	38	30	31	23	32	28	32	39	27	25	38	26	29	29	37	24	41
Not very important	29	30	30	27	32	28	35	32	25	25	27	31	14	27	38	30	32	25	25	21
Not at all important	27	26	35	18	25	26	31	25	30	22	23	29	28	24	25	29	29	13	34	17
Don't know/No answer	0	1	1	0	0	0	2	0	1	0	0	1	0	1	0	1	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	589	246	174	122	46	511	78	374	215	64	150	375	62	119	115	271	380	56	89	41
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

TABLE 32I:

Now I would like to ask a few more questions about specific people or factors that may have been influential in your career decision to own your own business. Overall, how important would you say [READ AND ROTATE STATEMENTS] [has been/have been] in influencing your decision to own your own business?

Government programmes and information designed to help young people choose a career

	Overall	Province				Language		Gender		Age			Education				Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Very important	34	38	31	38	16	33	45	31	40	40	36	33	48	38	36	29	34	38	30	38
Somewhat important	35	31	37	40	41	35	35	35	35	28	35	37	19	36	35	39	35	39	35	31
Not very important	14	15	11	11	22	15	5	16	10	14	13	14	17	11	16	13	13	15	14	20
Not at all important	16	15	21	10	21	17	15	18	14	18	16	16	16	15	13	19	18	9	20	11
Don't know/No answer	0	1	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	**589**	**246**	**174**	**122**	**46**	**511**	**78**	**374**	**215**	**64**	**150**	**375**	**62**	**119**	**115**	**271**	**380**	**58**	**89**	**41**
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

TABLE 33:

Where can young people specifically get financial support to start a business?

	Overall	Province				Language		Gender		Age			Education				Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	L.T. H.S.	Grad H.S.	Some Coll./ Univ.	Grad Coll./ Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Banks/Trust companies/Credit unions/Financial institutions	38	42	38	28	48	39	34	39	38	25	34	43	26	35	41	42	40	22	38	42
ACOA programmes	16	14	21	15	9	16	13	18	12	3	14	19	2	18	18	17	19	5	10	13
Family	16	19	15	12	12	16	15	18	13	22	10	17	16	13	15	17	14	17	20	18
ACOA's Business Development Program assistance	15	18	9	15	20	16	11	17	11	2	12	18	5	13	12	20	16	13	13	15
Community Business Development Corporations	13	11	10	22	9	13	13	11	16	3	10	16	12	5	19	13	15	17	7	0
Young Entrepreneurs ConneXion Program/Seed Capital	10	12	7	8	14	11	3	11	8	5	12	10	7	7	14	11	10	12	5	13
Human Resources Development Canada (HRDC) programmes	9	7	7	17	9	9	7	10	7	7	8	10	9	8	8	10	9	15	6	7
Business Development Bank of Canada programmes	7	7	6	11	3	7	8	8	5	1	5	9	1	5	6	11	8	3	7	1
Venture capital sources	6	6	10	3	2	6	9	8	4	6	10	5	8	2	8	7	7	8	5	0
Provincial Government	6	4	9	7	2	4	16	8	3	6	6	6	2	12	1	7	7	5	0	11
YES program	6	14	0	0	0	7	0	6	5	21	8	2	15	3	9	4	2	17	6	16
Federal Government	4	4	4	6	0	4	5	6	2	3	7	3	0	5	5	4	4	4	5	9
Government Grants/Programs	4	4	4	2	7	5	0	5	3	9	1	5	6	5	5	3	4	12	2	5
Business Loan Program	4	8	2	2	2	5	0	4	5	4	3	5	6	2	5	4	3	8	6	4
Friends	4	5	4	1	2	4	6	5	3	2	1	5	2	1	4	5	4	4	3	3
Y-Enterprise	4	4	0	10	0	4	0	5	2	7	4	3	3	4	3	4	4	5	1	4
Personal savings/funding	3	5	4	1	2	3	6	3	3	0	1	5	0	2	0	6	3	0	7	0
Centre for Entrepreneurship Education and Development (CEED)	3	6	1	0	1	3	2	3	2	0	0	4	2	2	4	2	4	0	2	0
SEED Program	2	3	1	2	6	3	0	3	1	0	2	3	2	2	2	3	3	0	1	0
Federal Business Development Bank	2	1	5	2	1	1	9	2	2	0	6	1	2	1	2	3	2	6	1	0

TABLE 33:

Where can young people specifically get financial support to start a business?

Self-Employment Benefits (SEB) Program	2	2	1	4	4	3	0	3	1	0	2	3	0	3	1	3	2	2	2	2
Provincial Government funding	2	2	4	1	0	2	2	2	2	1	4	2	0	0	2	4	2	0	4	0
Canadian Youth Business Association	2	1	2	2	6	2	0	2	2	0	1	2	0	2	1	3	3	0	1	0
Youth Ventures/Youth programs	2	0	0	8	0	2	0	2	2	7	4	0	6	1	3	1	0	2	3	11
Open for Business	2	4	0	0	0	2	0	2	2	2	1	2	1	1	5	1	1	0	4	3
Greater Moncton Economic Commission	1	0	4	0	0	1	2	1	1	0	0	2	0	1	1	1	2	0	0	0
Grants	1	1	2	1	0	1	0	1	1	1	2	1	0	3	0	1	2	1	0	0
Loans/Small business loans	1	1	2	1	0	1	0	1	1	0	2	1	2	0	1	1	2	0	0	0
YMCA	1	1	1	2	0	1	0	1	0	0	1	1	0	1	1	1	1	0	1	0
Department of Economic Development/Economical Development Corporation	1	2	0	0	0	1	0	1	1	0	2	1	0	0	2	1	1	2	1	0
Business owners/Local businesses	1	1	0	1	2	1	0	1	0	3	0	1	3	1	0	0	1	0	0	3
University business centres	1	1	1	1	0	1	2	1	0	1	0	1	0	0	1	1	1	0	1	0
Canada Business Service Centre programmes	1	1	0	0	2	1	0	0	1	0	0	1	0	0	3	0	1	0	0	0
There is none available	0	1	0	0	0	0	0	1	0	1	0	0	1	0	1	0	1	0	0	0
Shareholders	0	1	0	0	0	0	0	0	0	3	0	0	3	0	0	0	0	0	1	0
Schools/Learning Centres	0	0	0	0	1	0	0	0	0	1	0	0	2	0	0	0	0	0	0	0
Junior Achievement	0	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0	0	1	0	0
Sponsors	0	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0	0	1	0	0
Other	22	22	29	17	13	21	28	20	25	19	18	24	15	22	21	23	24	20	21	21
Don't know/No answer	6	3	6	9	12	5	7	4	9	8	7	5	8	10	1	5	6	5	8	5

TABLE 33:

Where can young people specifically get financial support to start a business?

WEIGHTED SAMPLE SIZE (#)	**589**	**246**	**174**	**122**	**46**	**511**	**78**	**374**	**215**	**64**	**150**	**375**	**62**	**119**	**115**	**271**	**380**	**58**	**89**	**41**
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

TABLE 34:

[DO NOT ASK IF 'THERE IS NONE AVAILABLE' OR 'DON'T KNOW/NO ANSWER' IN Q.23] Where did you find out about the financial assistance available to young people?

	Overall	Province				Language		Gender		Age			Education				Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Development agencies	17	17	15	20	20	18	14	16	20	4	12	22	6	8	20	21	18	22	12	17
School/University/Community college	14	20	9	10	6	13	15	12	16	31	23	7	20	13	14	12	8	19	20	34
Business person/Entrepreneur	11	7	18	10	11	11	11	12	10	6	17	10	4	16	8	13	13	6	3	20
Friends	11	10	11	13	17	11	15	11	12	11	11	12	15	7	8	12	9	15	12	14
Banks/financial institutions	8	8	8	5	13	8	5	7	9	5	8	8	11	5	4	11	10	3	3	10
Internet/Surfing the web	8	9	7	5	6	8	6	7	9	5	3	10	5	5	8	10	9	5	8	5
Parents/Guardians/Relatives	8	8	8	5	11	7	11	6	11	14	9	6	11	10	11	4	8	6	5	9
Word of Mouth	6	5	10	4	4	6	12	7	5	5	6	7	7	6	11	5	7	0	11	2
Newspapers/Magazines	6	5	11	5	0	6	8	6	8	2	5	7	2	7	6	7	8	6	2	2
Brochure	6	4	4	10	8	5	6	7	4	3	6	6	2	6	6	6	6	5	5	9
Government	4	4	2	5	6	4	4	4	3	6	3	3	0	7	1	3	3	0	3	9
Through own research	3	3	3	4	1	3	2	4	2	0	4	3	0	2	8	3	4	2	2	0
ACOA	3	2	7	1	2	2	8	4	2	0	4	4	4	5	3	2	4	0	0	0
Open for Business	3	7	0	0	0	3	0	3	2	3	3	2	1	1	5	3	2	4	4	0
Television/TV	3	2	1	5	4	3	2	2	3	3	1	3	2	3	3	3	3	3	0	3
HRDC	2	4	0	3	1	3	0	2	2	0	2	3	0	3	2	2	2	5	4	0
Seminars/Conferences	2	3	1	2	1	2	0	2	2	2	2	2	0	1	4	2	2	3	1	0
Mentors	2	1	3	0	1	1	4	2	1	0	4	1	0	4	3	0	1	5	2	3
Human Resources	2	1	3	1	0	1	2	2	0	0	4	1	0	4	3	0	2	0	0	0
At work	1	1	1	2	2	1	2	1	1	0	2	2	0	1	0	3	2	0	3	0
Business Service Centres	1	1	0	1	10	2	0	1	2	0	1	2	2	1	1	1	1	0	3	0
Radio	1	1	2	1	0	1	2	0	3	1	0	2	1	0	2	1	1	3	0	2
HRDC	1	1	1	2	0	1	0	2	0	0	2	1	0	1	2	1	2	0	2	0

TABLE 34:

[DO NOT ASK IF 'THERE IS NONE AVAILABLE' OR 'DON'T KNOW/NO ANSWER' IN Q.23] Where did you find out about the financial assistance available to young people?

Youth Ventures Program	1	0	2	3	0	1	0	1	1	5	2	0	4	3	0	0	1	1	1	6
Employment Centre	1	2	1	0	0	1	0	1	1	1	1	1	1	2	1	0	1	2	2	0
Guidance counsellor	1	1	2	0	0	1	0	1	0	1	2	0	1	2	0	1	1	2	0	3
Government Officials/Local Government Offices	1	2	0	1	1	1	0	1	1	0	0	1	0	0	2	1	1	2	2	0
Chambers of Commerce/Boards of Trade	1	1	1	0	2	1	2	2	0	3	0	1	2	1	0	1	1	0	1	0
Poster/Billboard	0	0	0	0	0	0	0	0	0	2	0	0	2	0	0	0	0	2	0	1
Junior Achievement	0	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	0	2
1-800 career/business line	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
Other	13	13	15	15	8	14	8	12	15	7	9	16	9	10	15	14	16	11	8	9
Don't know/No answer/Not applicable	5	5	3	6	12	5	4	6	3	11	2	5	11	6	3	4	5	2	9	3
WEIGHTED SAMPLE SIZE (#)	**571**	**241**	**168**	**117**	**45**	**497**	**74**	**366**	**205**	**63**	**143**	**364**	**62**	**111**	**115**	**264**	**367**	**57**	**85**	**41**
UNWEIGHTED SAMPLE SIZE (#)	571	222	92	205	52	529	42	367	204	135	140	296	115	101	110	226	304	65	105	71

TABLE 35:

To the best of your knowledge, is non-financial assistance available for young people who want to start a business?

	Overall	Province				Language		Gender		Age			Education				Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Yes	66	73	62	57	62	65	70	65	67	74	67	64	56	60	65	71	63	66	71	65
No	18	15	16	25	20	18	14	18	17	12	21	17	27	19	13	18	19	14	16	24
Don't know/No answer	17	12	22	18	18	17	16	17	16	14	12	19	16	22	22	11	18	19	13	11
WEIGHTED SAMPLE SIZE (#)	**589**	**246**	**174**	**122**	**46**	**511**	**78**	**374**	**215**	**64**	**150**	**375**	**62**	**119**	**115**	**271**	**380**	**58**	**89**	**41**
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

TABLE 36:

What types of non-financial assistance are available to young people who wish to start their own business?

	Overall	Province				Language		Gender		Age			Education				Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Mentoring programmes	25	25	29	20	22	24	27	24	26	20	28	24	16	16	34	27	25	34	26	13
Help with business plans	24	29	17	24	16	26	13	23	25	14	25	26	17	14	25	29	26	21	20	35
Business Counselling/Advice	18	15	24	19	16	17	26	20	15	15	19	19	8	17	13	22	22	25	4	13
Courses/training sessions/workshops	15	22	12	3	15	15	15	12	20	7	17	16	9	10	14	18	14	8	23	14
Seminars/Conferences	13	20	10	4	10	15	5	12	15	13	8	16	9	11	15	15	14	15	14	6
Open for Business	6	14	0	0	0	7	0	7	5	9	9	5	4	6	13	4	5	8	8	4
Business Development/Service Centres	6	6	3	10	4	6	2	5	7	5	5	6	8	4	5	6	6	5	3	0
Marketing Skills/Market Research	6	6	5	6	3	6	3	5	7	7	6	5	3	3	2	8	5	4	6	14
Business owners/consultants	5	4	8	4	7	6	3	6	4	5	7	5	2	8	9	3	5	5	1	6
Internet/On-line support	4	4	5	4	7	5	0	6	2	2	6	4	2	6	6	3	6	0	3	0
Government support/programs	4	4	4	4	0	4	3	6	0	0	3	5	0	0	9	4	5	0	4	0
ACOA	3	4	3	2	3	3	3	3	3	0	3	4	4	4	2	3	3	2	5	0
HRDC	2	3	0	6	0	3	0	3	2	0	0	4	0	1	3	3	3	3	2	0
Schools/Teachers	2	3	3	0	0	3	0	3	2	8	0	2	10	0	3	1	2	0	6	5
Youth Ventures/Youth programs	2	1	3	6	2	2	5	2	3	9	3	1	3	5	2	2	1	2	7	3
Support Groups	2	1	0	5	7	2	0	1	3	2	3	2	2	0	2	3	2	4	3	0
Books/Pamphlets	2	1	1	4	0	2	3	1	3	0	0	3	0	2	0	2	2	3	2	0
Job shadowing/work experience	2	2	1	1	0	2	0	2	1	2	1	2	2	0	5	1	3	0	0	3
SEED	2	4	0	0	0	2	0	3	0	0	0	3	0	2	2	1	2	0	0	5
Accounting/Bookkeeping	1	1	0	3	0	1	0	1	1	2	1	1	0	1	0	2	2	0	0	0
Y-Enterprise	1	0	0	5	0	1	0	1	1	1	2	0	3	0	0	1	1	3	0	0
Junior Achievement	0	1	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0
Other	20	19	30	14	10	19	29	21	20	34	16	20	25	22	23	17	21	14	16	18
None available	1	2	0	2	0	2	0	1	2	0	0	2	0	2	5	0	2	0	0	0

TABLE 36:

What types of non-financial assistance are available to young people who wish to start their own business?

Don't know/No answer	13	7	17	19	25	12	21	11	18	12	16	13	21	22	8	11	13	10	19	16
WEIGHTED SAMPLE SIZE (#)	366	180	108	70	29	332	55	242	145	47	100	239	35	71	75	193	241	38	63	27
UNWEIGHTED SAMPLE SIZE (#)	372	164	55	120	33	343	29	235	137	85	92	195	63	61	74	162	199	42	74	38

TABLE 37:

[ASK IF 'YOUNG ENTREPRENEURS CONNEXION PROGRAM/SEED CAPITAL' (CODE 08) NOT MENTIONED IN Q.33] Have you ever heard of the Young Entrepreneurs ConneXion Program, sometimes referred to as the Seed Capital program?

	Overall	Province				Language		Gender		Age			Education				Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Yes, have heard of it	63	63	58	72	59	65	55	62	65	21	55	74	26	56	69	72	70	56	53	34
No, have never heard of it	36	35	41	27	41	34	43	36	35	79	44	25	72	44	29	27	28	42	47	66
Don't know/No answer	1	2	1	1	0	1	2	2	0	0	1	2	2	0	3	1	1	3	0	0
WEIGHTED SAMPLE SIZE (#)	530	216	161	113	40	454	76	333	197	61	132	338	58	111	99	241	342	51	84	36
UNWEIGHTED SAMPLE SIZE (#)	534	200	88	200	46	491	43	338	196	132	128	274	111	101	98	204	283	60	103	66

TABLE 38:

Which, if any, of the following was the single most important source of financing that you used when starting your business? Was it...:

	Overall	Province				Language		Gender		Age			Education				Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Government financial assistance	15	12	19	18	7	14	23	15	14	16	16	14	17	18	16	13	16	17	15	8
Banks or credit unions	12	11	15	11	15	11	24	13	10	5	19	11	2	11	8	16	12	16	7	17
Funding from family or friends	13	16	10	16	2	14	7	13	15	11	12	15	9	9	15	16	13	11	16	14
Your own personal savings or funds	13	14	10	14	12	13	8	14	10	12	6	15	12	8	14	15	13	10	15	10
The personal savings or funds of any partners you have in your business	13	12	17	9	11	13	9	16	8	13	10	14	15	17	10	12	14	17	8	8
Credit Cards	10	6	12	10	14	10	7	12	4	9	10	9	21	15	5	6	11	2	10	6
The business Development Bank of Canada	9	12	5	7	13	9	9	7	13	7	9	10	6	12	10	7	9	4	9	20
Venture capital sources	10	10	12	7	14	9	13	9	11	20	11	8	9	7	12	10	9	14	12	6
Some other source	6	8	4	7	2	6	5	4	10	3	5	7	4	8	5	6	7	8	4	0
SEED Capital program	5	4	5	8	6	6	2	5	5	0	2	7	0	5	6	7	6	5	2	3
YES program	1	2	0	0	0	1	0	1	1	6	1	0	2	1	2	0	0	4	1	3
ACOA	1	1	1	3	0	1	0	1	1	0	1	1	0	1	1	2	1	2	1	0
Sold shares/Shareholders	1	1	0	0	2	1	0	0	1	5	0	0	5	0	0	0	0	1	1	2
None/No assistance needed	0	1	0	1	0	0	0	0	1	0	0	0	0	0	1	0	0	0	1	2
Don't know/No answer	0	0	0	1	2	0	0	0	0	0	0	1	0	1	0	0	0	0	1	0
WEIGHTED SAMPLE SIZE (#)	589	246	174	122	46	511	78	374	215	64	150	375	62	119	115	271	380	58	89	41
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

TABLE 39:

How important, if at all, would you say it is that the government make financing available to young people who want to start their own business? Would you say it is...:

	Overall	Province				Language		Gender		Age			Education				Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Critically important	72	73	71	71	70	72	69	71	72	52	79	72	65	74	82	68	74	69	66	71
Important but not critical	27	24	28	28	30	26	31	27	27	46	19	26	33	25	16	31	24	31	31	26
Not very important	1	2	0	1	0	1	0	1	1	0	1	1	2	0	0	1	1	0	1	3
Not at all important	1	1	1	0	0	1	0	1	0	1	1	0	0	1	1	0	1	0	1	0
Don't know/No answer	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	589	246	174	122	46	511	78	374	215	64	150	375	62	119	115	271	380	58	89	41
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

TABLE 40a:

To the best of your knowledge, which, if any, of the following six types of assistance is available from the government to help young people start a business?

Financial assistance

	Overall	Province				Language		Gender		Age			Education				Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Yes	90	92	90	90	76	90	88	89	90	79	92	90	89	85	93	90	90	91	84	89
No	5	4	5	6	9	5	6	6	3	8	4	5	5	7	3	5	5	2	8	3
Don't know/No answer	5	4	5	5	14	5	6	4	7	13	4	4	6	9	4	5	4	7	8	8
WEIGHTED SAMPLE SIZE (#)	589	246	174	122	46	511	78	374	215	64	150	375	62	119	115	271	380	58	89	41
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

TABLE 40b:

To the best of your knowledge, which, if any, of the following six types of assistance is available from the government to help young people start a business?

Business counselling and information

	Overall	Province				Language		Gender		Age			Education				Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Yes	79	82	78	78	74	78	87	79	81	74	78	81	74	78	74	84	78	82	78	79
No	14	12	17	15	16	15	11	15	14	18	15	14	20	18	19	10	15	13	16	17
Don't know/No answer	6	6	5	8	9	7	2	6	6	8	7	5	6	4	7	7	7	5	7	4
WEIGHTED SAMPLE SIZE (#)	589	246	174	122	46	511	78	374	215	64	150	375	62	119	115	271	380	58	89	41
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

TABLE 40c:

To the best of your knowledge, which, if any, of the following six types of assistance is available from the government to help young people start a business?

Promoting business ownership as a career

	Overall	Province				Language		Gender		Age			Education				Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Yes	59	65	49	63	53	59	56	58	61	56	59	60	56	59	61	59	57	62	69	49
No	30	22	38	29	37	28	37	31	27	39	31	27	40	36	29	26	30	28	24	43
Don't know/No answer	11	13	13	8	10	12	7	11	12	6	10	13	5	6	11	15	13	9	7	8
WEIGHTED SAMPLE SIZE (#)	589	246	174	122	46	511	78	374	215	64	150	375	62	119	115	271	380	58	89	41
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

TABLE 40d:

To the best of your knowledge, which, if any, of the following six types of assistance is available from the government to help young people start a business?

Business skills training

	Overall	Province				Language		Gender		Age			Education				Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Yes	72	76	71	67	70	71	81	73	70	74	72	72	73	72	67	72	71	77	72	74
No	21	18	22	25	16	21	17	21	20	19	22	20	20	23	25	19	21	18	22	16
Don't know/No answer	7	6	7	8	13	8	2	6	9	7	6	8	7	5	8	9	8	5	6	10
WEIGHTED SAMPLE SIZE (#)	589	246	174	122	46	511	78	374	215	64	150	375	62	119	115	271	380	58	89	41
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

TABLE 40e:

To the best of your knowledge, which, if any, of the following six types of assistance is available from the government to help young people start a business?

Courses about business ownership in the education system

	Overall	Province				Language		Gender		Age			Education				Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Yes	64	66	60	66	62	64	63	63	66	84	65	60	76	63	53	66	60	67	73	67
No	27	24	33	25	25	26	35	29	24	12	31	28	18	27	34	27	28	28	21	29
Don't know/No answer	9	10	7	9	13	10	2	9	10	4	4	12	5	9	13	8	12	5	6	4
WEIGHTED SAMPLE SIZE (#)	589	246	174	122	46	511	78	374	215	64	150	375	62	119	115	271	380	58	89	41
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

TABLE 40f:

To the best of your knowledge, which, if any, of the following six types of assistance is available from the government to help young people start a business?

And are you aware of any other types of government assistance?

	Overall	Province				Language		Gender		Age			Education				Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Yes	9	8	10	9	9	9	11	11	6	14	5	10	16	6	8	10	9	7	14	7
No	88	88	89	89	87	88	89	87	92	84	94	87	79	93	90	87	89	93	79	90
Don't know/No answer	1	2	0	1	4	2	0	1	2	1	0	2	3	1	1	2	1	0	4	0
Grants	1	1	1	1	0	1	0	1	0	1	1	1	2	0	1	1	1	0	2	2
WEIGHTED SAMPLE SIZE (#)	**589**	**246**	**174**	**122**	**46**	**511**	**78**	**374**	**215**	**64**	**150**	**375**	**62**	**119**	**115**	**271**	**380**	**58**	**89**	**41**
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

TABLE 41:

And do you feel more comfortable describing yourself as..:

	Overall	Province				Language		Gender		Age			Education				Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Self-employed	35	36	35	35	26	35	33	33	37	25	32	37	28	42	33	32	37	26	32	27
A business owner	31	26	37	28	39	31	32	31	30	31	29	31	32	22	26	37	32	31	28	28
An entrepreneur	29	31	22	35	35	30	26	31	28	45	35	25	38	27	38	26	25	29	40	43
All of the above	1	2	2	0	0	1	2	1	1	0	0	2	2	1	1	1	2	0	0	0
None of the above	2	3	2	2	0	2	4	2	1	0	1	3	0	5	0	2	1	12	0	2
Don't know/No answer	1	1	2	0	0	1	3	1	1	0	2	1	0	0	0	2	1	0	0	0
Other	1	2	0	1	0	1	0	1	1	0	0	1	0	2	2	0	1	2	0	0
WEIGHTED SAMPLE SIZE (#)	**589**	**246**	**174**	**122**	**46**	**511**	**78**	**374**	**215**	**64**	**150**	**375**	**62**	**119**	**115**	**271**	**380**	**58**	**89**	**41**
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

TABLE 42:

Which one of the following two statements comes closer to your own thinking?

	Overall	Province				Language		Gender		Age			Education				Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
All things considered, operating a business and protecting t	5	6	3	6	6	5	7	4	8	10	4	5	8	6	4	6	4	7	11	8
It is possible to operate a business without harming the env	93	94	95	93	90	94	89	95	90	89	96	93	91	92	96	93	95	93	88	92
Don't know/No answer	1	0	2	1	4	1	4	1	1	0	0	2	2	3	0	1	1	0	1	0
WEIGHTED SAMPLE SIZE (#)	**589**	**246**	**174**	**122**	**46**	**511**	**78**	**374**	**215**	**64**	**150**	**375**	**62**	**119**	**115**	**271**	**380**	**58**	**89**	**41**
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

TABLE 43:

Do either of your [parents/guardians] now own business, or did they own a business in the past?

	Overall	Province				Language		Gender		Age			Education				Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
Yes	58	60	63	47	51	57	62	57	60	50	60	58	54	64	61	55	60	45	59	49
No	42	40	37	53	49	43	38	43	40	50	40	42	46	36	39	45	40	55	41	51
WEIGHTED SAMPLE SIZE (#)	589	246	174	122	46	511	78	374	215	64	150	375	62	119	115	271	380	58	89	41
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

TABLE 44a:

On average, would you say you spend [READ RESPONSES IN ORDER] each week:

Surfing the web/Internet

	Overall	Province				Language		Gender		Age			Education				Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
A lot of time	30	35	27	28	23	31	23	34	23	29	34	29	23	25	36	33	31	37	28	25
Some time	35	35	31	39	43	36	30	36	34	35	32	36	28	28	35	40	33	31	43	40
Not very much time, or	17	14	21	14	17	16	21	15	20	27	13	16	23	26	14	13	15	19	21	22
No time	18	16	21	19	18	17	26	16	22	9	22	18	26	21	15	15	22	13	8	13
WEIGHTED SAMPLE SIZE (#)	589	246	174	122	46	511	78	374	215	64	150	375	62	119	115	271	380	58	89	41
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

TABLE 44b:

On average, would you say you spend [READ RESPONSES IN ORDER] each week:

Reading daily newspapers

	Overall	Province				Language		Gender		Age			Education				Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
A lot of time	22	18	21	29	26	22	22	23	20	18	29	20	15	24	19	24	20	29	19	31
Some time	46	47	43	49	42	46	44	45	48	39	46	47	42	42	44	48	45	50	44	48
Not very much time	20	21	25	14	20	20	23	22	18	26	18	20	26	21	24	18	21	12	26	15
No time	12	15	11	9	12	12	11	11	14	17	7	14	17	14	13	10	14	10	11	6
WEIGHTED SAMPLE SIZE (#)	**589**	**246**	**174**	**122**	**46**	**511**	**78**	**374**	**215**	**64**	**150**	**375**	**62**	**119**	**115**	**271**	**380**	**58**	**89**	**41**
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

TABLE 44c:

On average, would you say you spend [READ RESPONSES IN ORDER] each week:

Reading weekly newspapers

	Overall	Province				Language		Gender		Age			Education				Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
A lot of time	15	12	15	23	12	15	16	14	16	11	17	15	7	16	17	16	15	16	11	17
Some time	36	30	35	47	37	35	40	35	37	36	42	33	38	32	35	36	36	29	36	35
Not very much time	24	24	28	15	31	23	30	26	20	26	25	23	25	27	26	22	23	29	22	23
No time	25	33	22	15	20	27	13	24	26	27	16	28	30	24	22	26	25	25	30	21
Don't know/No answer	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	2
WEIGHTED SAMPLE SIZE (#)	589	246	174	122	46	511	78	374	215	64	150	375	62	119	115	271	380	58	89	41
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

TABLE 44d:

On average, would you say you spend [READ RESPONSES IN ORDER] each week:

Watching television

	Overall	Province				Language		Gender		Age			Education				Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
A lot of time	19	20	18	20	16	19	17	20	16	27	20	17	30	18	19	16	15	32	19	29
Some time	47	46	46	51	53	46	57	47	48	40	48	49	37	44	46	52	48	48	49	45
Not very much time	23	23	23	22	26	24	16	22	24	23	25	22	29	22	26	22	23	18	23	23
No time	11	12	13	7	4	11	10	10	12	10	8	12	5	16	9	10	14	2	9	4
WEIGHTED SAMPLE SIZE (#)	**589**	**246**	**174**	**122**	**46**	**511**	**78**	**374**	**215**	**64**	**150**	**375**	**62**	**119**	**115**	**271**	**380**	**58**	**89**	**41**
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

TABLE 44e:

On average, would you say you spend [READ RESPONSES IN ORDER] each week:

Listening to the radio

	Overall	Province				Language		Gender		Age			Education				Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
A lot of time	38	38	35	38	47	39	28	35	43	32	41	38	54	36	31	38	38	40	32	38
Some time	36	35	32	42	43	37	33	38	32	29	28	41	27	29	33	42	35	33	46	33
Not very much time	17	18	21	13	7	16	26	18	16	20	21	15	9	22	26	13	18	13	16	14
No time	9	9	11	7	2	8	13	9	9	19	10	7	9	12	10	7	9	14	6	16
WEIGHTED SAMPLE SIZE (#)	589	246	174	122	46	511	78	374	215	64	150	375	62	119	115	271	380	58	89	41
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

TABLE 44h:

On average, would you say you spend [READ RESPONSES IN ORDER] each week:

Reading magazines

	Overall	Province				Language		Gender		Age			Education				Business Operation			
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	L.T. H.S.	Grad H.S.	Some Coll./Univ.	Grad Coll./Univ.	F-T Now	F-T Past	P-T Now	P-T Past
A lot of time	15	13	19	18	10	15	20	13	19	20	14	15	18	13	19	14	14	25	13	20
Some time	45	45	48	43	43	45	42	46	43	39	46	46	46	46	43	47	48	36	40	43
Not very much time	25	25	21	30	30	25	26	28	20	22	26	25	17	22	28	26	23	26	34	24
No time	15	18	13	9	16	15	11	13	18	19	14	14	19	19	11	12	15	13	13	13
WEIGHTED SAMPLE SIZE (#)	**589**	**246**	**174**	**122**	**46**	**511**	**78**	**374**	**215**	**64**	**150**	**375**	**62**	**119**	**115**	**271**	**380**	**58**	**89**	**41**
UNWEIGHTED SAMPLE SIZE (#)	589	227	95	213	54	545	44	377	212	138	146	305	117	108	112	232	315	67	109	72

Appendix C:
Tabular Results
Non-entrepreneurs

Study of Entrepreneurship Among Young Atlantic Canadians Aged 15-29
- Non-entrepreneurs -

TABLE 1:

Of the languages you understand, which one do you use most often in your everyday life?

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
English	90	98	70	100	99	100	0	90	90	91	89	89	89	91	89	90	91	88	89	91	89	90
French	9	0	28	0	0	0	86	9	9	7	10	10	9	8	11	8	8	9	10	9	9	9
English and French Equally	1	2	2	0	1	0	14	1	1	2	0	2	2	1	0	2	1	3	2	0	2	1
WEIGHTED SAMPLE SIZE (#)	**800**	**297**	**252**	**206**	**45**	**718**	**82**	**385**	**415**	**283**	**255**	**262**	**260**	**203**	**133**	**195**	**223**	**196**	**165**	**213**	**186**	**595**
UNWEIGHTED SAMPLE SIZE (#)	800	200	200	199	201	733	67	389	411	284	257	259	248	203	137	205	225	206	154	211	196	588

TABLE 2:

Gender: (By Observation)

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
Male	48	50	46	48	51	48	48	100	0	52	46	47	50	49	43	48	58	38	55	42	39	51
Female	52	51	54	52	49	52	52	0	100	48	54	53	50	51	57	52	42	62	45	58	61	49
WEIGHTED SAMPLE SIZE (#)	**800**	**297**	**252**	**206**	**45**	**718**	**82**	**385**	**415**	**283**	**255**	**262**	**260**	**203**	**133**	**195**	**223**	**196**	**165**	**213**	**186**	**595**
UNWEIGHTED SAMPLE SIZE (#)	800	200	200	199	201	733	67	389	411	284	257	259	248	203	137	205	225	206	154	211	196	588

Study of Entrepreneurship Among Young Atlantic Canadians Aged 15-29
- Non-entrepreneurs -

TABLE 3:

May I have your age?

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
15-19	35	34	35	37	35	36	31	38	33	100	0	0	79	26	17	0	6	40	45	53	1	47
20-24	32	32	31	32	33	32	33	30	33	0	100	0	11	38	55	38	32	36	30	30	23	34
25-29	33	34	33	31	31	32	36	32	34	0	0	100	10	36	28	62	62	23	25	18	75	19
WEIGHTED SAMPLE SIZE (#)	800	297	252	208	45	718	82	385	415	283	255	262	260	203	133	195	223	196	165	213	186	595
UNWEIGHTED SAMPLE SIZE (#)	800	200	200	199	201	733	67	389	411	284	257	259	248	203	137	205	225	206	154	211	196	588
MEAN	21.8	22.0	21.8	21.7	21.8	21.8	22.1	21.7	22.0	17.0	21.9	27.0	18.0	22.8	22.5	25.3	25.0	21.1	20.8	20.1	26.0	20.5
MEDIAN	22.0	21.5	22.0	22.0	21.4	22.0	21.4	21.0	22.0	17.0	22.0	27.0	17.0	23.0	22.0	26.0	26.0	20.0	20.0	19.0	26.0	20.0

TABLE 4:

Do you presently or have you in the past owned your own business or had ownership in a business?

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
No	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
WEIGHTED SAMPLE SIZE (#)	800	297	252	208	45	718	82	385	415	283	255	262	260	203	133	195	223	196	165	213	186	595
UNWEIGHTED SAMPLE SIZE (#)	800	200	200	199	201	733	67	389	411	284	257	259	248	203	137	205	225	206	154	211	196	588

Study of Entrepreneurship Among Young Atlantic Canadians Aged 15-29
- Non-entrepreneurs -

TABLE 5:

In which language would you prefer to be interviewed?

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
English	95	100	83	100	100	100	49	95	95	95	94	95	93	95	93	97	97	91	95	95	95	95
French	5	0	17	0	0	0	51	5	5	5	6	5	7	5	7	3	3	9	5	5	5	5
WEIGHTED SAMPLE SIZE (#)	**800**	**297**	**252**	**206**	**45**	**718**	**82**	**385**	**415**	**283**	**255**	**262**	**260**	**203**	**133**	**195**	**223**	**196**	**165**	**213**	**186**	**595**
UNWEIGHTED SAMPLE SIZE (#)	800	200	200	199	201	733	67	389	411	284	257	259	248	203	137	205	225	206	154	211	196	588

TABLE 6:

How likely are you to buy or start your own business in the future?

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
Very likely	17	21	15	14	12	17	11	21	13	14	17	19	15	22	14	14	21	12	21	14	19	16
Somewhat likely	38	43	32	38	35	39	27	41	34	41	35	37	39	34	43	38	35	45	39	33	34	39
Not very likely	29	23	28	36	35	29	24	25	32	31	30	25	30	26	31	28	28	28	24	33	24	31
Not at all likely	16	13	23	12	16	14	35	12	20	12	17	19	15	18	12	19	16	14	16	18	22	13
Don't know/No answer	1	0	1	1	1	1	3	1	1	1	0	1	1	1	0	1	0	1	1	2	1	0
WEIGHTED SAMPLE SIZE (#)	**800**	**297**	**252**	**206**	**45**	**718**	**82**	**385**	**415**	**283**	**255**	**262**	**260**	**203**	**133**	**195**	**223**	**196**	**165**	**213**	**186**	**595**
UNWEIGHTED SAMPLE SIZE (#)	800	200	200	199	201	733	67	389	411	284	257	259	248	203	137	205	225	206	154	211	196	588

Study of Entrepreneurship Among Young Atlantic Canadians Aged 15-29
- Non-entrepreneurs -

TABLE 7:

When would you say you are likely to buy or start your own business?

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
Less than one year from now	6	7	10	1	6	6	8	7	5	3	7	9	4	10	7	5	5	8	8	4	9	5
One to two years from now	11	10	11	13	10	11	8	13	9	6	10	17	9	13	7	13	14	4	15	11	19	8
More than two up to five years from now	37	38	38	33	39	37	30	37	37	27	43	41	28	45	35	41	46	37	34	28	38	36
More than five years from now	45	43	40	52	45	44	50	41	48	64	39	28	57	33	51	36	32	50	42	56	32	49
Not sure	1	2	1	0	0	1	4	2	1	0	1	3	2	0	0	3	4	0	1	0	1	1
Don't know/No answer	0	0	0	1	0	0	0	0	1	0	0	1	0	0	0	1	0	1	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	**436**	**190**	**118**	**106**	**22**	**404**	**31**	**240**	**196**	**157**	**134**	**145**	**141**	**113**	**75**	**102**	**124**	**111**	**98**	**101**	**99**	**328**
UNWEIGHTED SAMPLE SIZE (#)	420	128	94	102	96	394	26	239	181	151	134	135	131	105	75	105	121	110	88	100	98	315

Study of Entrepreneurship Among Young Atlantic Canadians Aged 15-29
- Non-entrepreneurs -

TABLE 8a:

What would you say is the main obstacle you have faced that has prevented you from starting a business? [FIRST MENTION]

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
Lack of money/finances/capital	39	45	33	39	37	41	27	42	36	26	48	45	24	47	48	46	50	38	41	28	47	37
Lack of interest/No desire/Don't want to	12	8	16	13	17	11	25	11	13	13	11	13	9	11	13	17	13	12	8	14	14	11
Still in school	9	11	8	9	9	9	11	10	9	19	6	3	18	6	7	4	2	12	10	16	3	12
Need training/education	6	5	8	5	6	6	6	7	5	3	8	8	7	6	5	6	6	5	6	7	6	6
Too young	5	5	4	7	3	6	2	4	6	13	2	0	12	3	1	1	1	7	3	9	0	7
Lack of time/too busy	2	2	3	1	4	2	3	2	3	3	2	2	2	2	1	3	1	4	3	2	2	2
Looking for right business opportunity	2	3	1	2	2	2	0	2	2	0	1	4	1	2	2	2	3	2	2	1	3	1
Need more information	1	2	2	1	0	1	2	1	2	1	2	1	1	1	1	3	1	1	0	2	1	2
Personal situation (e.g. divorce)	1	2	1	2	0	1	2	0	2	0	1	2	1	1	3	1	1	1	2	1	4	0
Lack of ideas	1	2	0	2	1	1	0	1	1	1	1	2	0	2	2	1	1	3	0	1	2	1
Location	1	1	0	4	0	1	0	0	2	1	1	1	2	1	0	1	1	1	2	1	2	1
Difficulty identifying markets for products or services	1	1	1	2	1	1	0	1	1	0	1	2	1	0	2	2	2	0	1	1	1	1
Have a job	1	1	1	1	1	1	0	1	1	0	0	2	0	1	2	2	2	1	1	0	2	0
Interested in other areas/careers	1	1	1	0	1	1	0	1	1	1	1	0	1	0	1	1	1	0	1	1	0	1
Still waiting for opportunity	1	1	1	1	0	1	0	0	1	0	1	1	0	0	2	1	1	1	1	1	1	1
State of the economy	1	2	0	0	0	1	0	0	1	0	1	1	1	0	1	0	1	1	1	0	2	0
Financial risk too great	0	1	0	0	2	1	0	1	0	1	0	1	1	0	0	0	1	0	1	0	0	1
Fear	0	0	1	1	0	0	2	1	0	0	1	0	0	1	1	1	1	0	1	0	1	0
Health reasons	0	0	0	1	0	0	0	0	1	0	0	1	0	0	2	0	0	0	1	1	0	0
Government regulations/bureaucracy	0	0	0	1	0	0	0	0	0	0	1	0	0	1	0	0	0	0	1	1	0	0
Lack of opportunity	0	1	0	0	1	0	0	1	0	0	0	1	0	0	0	1	1	0	0	0	1	0
Little demand for product/service	0	1	0	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	0	1	0	0
Finding proper clientele	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	3	4	1	3	3	3	5	3	3	3	3	3	4	5	1	1	2	4	4	3	2	3
Nothing	0	1	0	0	0	0	2	0	0	0	1	1	0	0	0	0	1	1	0	0	1	0

Study of Entrepreneurship Among Young Atlantic Canadians Aged 15-29
- Non-entrepreneurs -

TABLE 8a:

What would you say is the main obstacle you have faced that has prevented you from starting a business? [FIRST MENTION]

Don't know/No answer	10	8	13	11	5	10	15	10	10	15	8	7	16	10	5	6	9	7	13	12	6	11
WEIGHTED SAMPLE SIZE (#)	**800**	**297**	**252**	**206**	**45**	**718**	**82**	**385**	**415**	**283**	**255**	**262**	**260**	**203**	**133**	**195**	**223**	**196**	**165**	**213**	**186**	**595**
UNWEIGHTED SAMPLE SIZE (#)	800	200	200	199	201	733	67	389	411	284	257	259	248	203	137	205	225	206	154	211	196	588

Study of Entrepreneurship Among Young Atlantic Canadians Aged 15-29
- Non-entrepreneurs -

TABLE 8b:

What would you say is the main obstacle you have faced that has prevented you from starting a business? Anything else? [TOTAL MENTIONS]

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
Lack of money/finances/capital	50	56	40	53	52	52	34	52	48	38	58	55	36	55	59	59	58	52	48	42	57	48
Lack of interest/No desire/Don't want to	16	13	19	17	20	15	29	14	18	17	17	15	13	14	19	22	17	18	11	18	16	16
Still in school	13	18	8	12	13	13	11	15	11	26	10	3	25	9	12	4	2	15	16	20	3	17
Need training/education	12	11	12	14	14	13	6	13	12	8	14	16	11	14	15	10	11	11	13	14	13	12
Too young	7	7	6	9	6	8	3	7	7	18	2	1	15	4	6	1	1	10	6	11	1	9
Looking for right business opportunity	5	8	4	2	4	6	0	5	5	4	4	7	3	6	7	5	8	4	5	3	5	5
Lack of time/too busy	4	5	4	4	6	4	3	5	4	5	4	4	4	4	2	6	3	7	5	3	4	4
Need more information	3	4	3	3	2	4	2	2	5	2	4	4	2	2	7	4	4	3	2	4	3	4
Difficulty identifying markets for products or services	2	2	2	4	2	3	0	2	3	1	2	4	1	2	3	4	4	0	1	4	2	2
Location	2	2	0	6	2	3	0	1	3	1	3	3	2	3	2	3	1	2	5	1	3	2
Have a job	2	3	2	2	2	2	0	2	2	0	1	5	0	3	2	5	6	1	1	1	6	1
Personal situation (e.g. divorce)	2	2	1	3	1	2	2	1	3	0	2	4	1	2	4	2	1	2	3	2	5	1
Still waiting for opportunity	2	3	2	2	1	2	0	1	3	0	4	2	0	3	3	3	3	2	1	2	2	2
Lack of ideas	2	2	0	4	2	2	0	2	2	2	1	2	0	3	2	1	1	3	1	2	2	2
Financial risk too great	1	1	1	2	2	2	0	1	1	1	1	2	2	1	1	2	2	2	1	1	1	1
State of the economy	1	2	0	1	1	1	0	1	1	0	1	2	1	0	1	1	1	1	2	0	3	1
Interested in other areas/careers	1	1	1	1	1	1	0	1	1	1	1	1	1	0	2	1	1	0	2	1	1	1
Little demand for product/service	1	2	1	1	0	1	2	0	2	1	2	0	1	1	1	1	0	2	1	1	1	1
Fear	1	0	1	2	1	1	2	1	1	0	1	1	0	1	2	1	1	1	2	0	2	0
Lack of opportunity	1	1	0	1	1	1	0	1	1	0	1	1	0	1	1	1	2	0	1	0	1	1
Health reasons	1	1	1	1	0	1	0	0	1	0	0	1	0	0	2	1	1	0	1	1	1	1
Government regulations/buresucracy	0	0	0	1	0	0	0	0	0	0	1	0	0	1	0	0	0	0	1	1	0	0
Finding proper clientele	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Difficulty finding qualified employees/staff	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	4	6	2	5	4	4	5	5	4	3	5	5	4	6	4	4	4	5	5	3	2	5
Nothing	0	1	0	0	0	0	2	0	0	0	1	1	0	0	0	0	1	1	0	0	1	0
Don't know/No answer	10	8	13	11	5	10	15	10	10	15	8	7	16	10	5	6	9	7	13	12	6	11

Study of Entrepreneurship Among Young Atlantic Canadians Aged 15-29
- Non-entrepreneurs -

TABLE 8b:

What would you say is the main obstacle you have faced that has prevented you from starting a business? Anything else? [TOTAL MENTIONS]

WEIGHTED SAMPLE SIZE (#)	**800**	**297**	**252**	**206**	**45**	**718**	**82**	**385**	**415**	**283**	**255**	**282**	**260**	**203**	**133**	**195**	**223**	**196**	**165**	**213**	**186**	**595**
UNWEIGHTED SAMPLE SIZE (#)	800	200	200	199	201	733	67	389	411	284	257	259	248	203	137	205	225	206	154	211	196	588

Study of Entrepreneurship Among Young Atlantic Canadians Aged 15-29
- Non-entrepreneurs -

TABLE 9:

Which one of the following six options would most help young people who want to start their own business?

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
Attending courses or seminars about starting a business	25	24	26	26	22	23	40	23	27	26	23	26	26	25	28	21	26	28	24	22	29	23
Having the guidance of a mentor	24	24	27	21	30	26	13	25	24	20	23	31	17	24	21	37	31	20	21	23	26	24
Going on a student internship with a business	23	20	26	23	23	22	28	24	22	25	29	15	25	22	28	19	17	27	21	27	18	25
Job shadowing at a business	11	15	8	10	7	12	3	11	11	12	9	11	14	10	7	11	8	11	18	9	11	11
Having help identifying a good idea for a business	10	11	6	14	10	10	11	11	9	10	8	12	12	10	9	8	11	8	11	11	12	10
Researching business ownership on-line	3	3	3	5	3	4	2	4	3	5	4	1	4	4	4	1	3	3	3	4	2	4
Two or more equally	2	3	2	2	1	2	2	1	4	2	2	3	1	5	2	1	3	1	2	3	2	2
Other	0	1	0	1	1	0	2	0	0	0	0	1	0	0	0	1	1	1	0	0	0	1
None of the above	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0	1	1	0	0	0	1	0
Don't know/No answer	1	2	0	1	2	1	0	1	0	1	1	0	1	1	1	0	0	1	1	1	0	1
WEIGHTED SAMPLE SIZE (#)	**800**	**297**	**252**	**206**	**45**	**718**	**82**	**385**	**415**	**283**	**255**	**262**	**260**	**203**	**133**	**195**	**223**	**196**	**165**	**213**	**186**	**595**
UNWEIGHTED SAMPLE SIZE (#)	800	200	200	199	201	733	67	389	411	284	257	259	248	203	137	205	225	206	154	211	196	588

Study of Entrepreneurship Among Young Atlantic Canadians Aged 15-29
- Non-entrepreneurs -

TABLE 11:

When you have thought about the career direction you would like to take, have you very seriously, somewhat seriously, not very seriously or not at all seriously considered starting your own business?

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
Very seriously	21	23	22	19	15	22	16	25	18	15	22	27	17	25	15	25	28	14	22	19	26	19
Somewhat seriously	36	44	27	37	35	37	27	41	32	38	37	33	35	36	42	34	33	39	43	31	32	38
Not very seriously	24	21	26	26	29	25	22	22	27	33	23	17	32	16	30	19	17	31	20	30	18	27
Not at all seriously	18	13	23	18	20	16	35	13	22	14	18	22	15	22	11	21	21	15	14	20	24	15
Not yet thought about a career	0	1	0	1	0	0	0	0	1	1	0	0	1	0	0	1	0	1	1	0	0	0
Don't know/No answer	1	0	1	0	1	1	0	0	1	0	1	1	0	1	2	0	1	0	1	1	0	1
WEIGHTED SAMPLE SIZE (#)	**800**	**297**	**252**	**206**	**45**	**718**	**82**	**385**	**415**	**283**	**255**	**262**	**260**	**203**	**133**	**195**	**223**	**196**	**165**	**213**	**186**	**595**
UNWEIGHTED SAMPLE SIZE (#)	800	200	200	199	201	733	67	389	411	284	257	259	248	203	137	205	225	206	154	211	196	588

Study of Entrepreneurship Among Young Atlantic Canadians Aged 15-29
- Non-entrepreneurs -

TABLE 12:

Why did you not very seriously consider starting your own business?

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
Lack of interest/appeal	34	36	27	42	36	33	4	27	39	36	37	29	35	29	47	31	27	28	54	34	31	36
Lack of money to start a business	13	10	17	9	15	12	1	14	13	5	12	24	9	21	12	11	18	17	8	8	24	9
Have other plans/goals	10	10	9	10	10	9	16	10	10	8	13	9	6	6	17	16	10	14	9	7	4	12
Never thought of it	8	9	8	7	9	8	8	8	8	11	4	8	11	9	5	5	8	6	5	11	7	8
Inexperienced	6	7	8	1	8	6	5	10	4	4	9	6	5	7	13	2	11	8	0	4	8	6
No ideas for a business	5	10	1	5	5	6	0	4	6	1	4	12	1	7	5	10	9	6	2	3	10	3
Too much work/responsibility	4	7	4	0	3	5	0	3	4	4	5	3	5	2	3	5	7	3	3	3	4	4
Too young	4	4	3	3	3	3	5	6	2	6	3	1	7	2	2	1	0	5	3	6	1	4
Financial risk	3	4	1	5	6	4	0	4	3	2	4	4	2	3	5	2	7	5	0	1	5	3
Not enough business management skills	3	4	2	3	3	3	3	5	2	2	4	4	2	0	10	3	2	6	0	4	3	3
Have a job	3	3	2	5	3	4	0	2	4	0	3	7	0	1	3	10	10	1	2	0	6	2
Lack of guidance/information at start-up phase	3	3	3	2	1	3	3	3	2	0	6	3	1	3	5	4	0	7	0	2	1	3
Time wasn't right	2	3	2	2	2	3	0	2	2	1	3	3	1	4	3	3	1	5	3	1	0	3
Still in school	2	1	3	2	2	3	0	2	2	4	2	0	3	3	2	0	1	2	3	3	0	3
Didn't know how to start a business	2	1	2	1	4	2	0	3	1	1	2	3	1	1	3	3	2	3	0	1	2	2
Lack of guidance/information after start-up	1	3	0	1	0	1	0	1	1	0	2	1	0	1	3	2	0	3	0	1	0	2
Lack of opportunity	1	0	1	2	2	1	0	2	1	1	1	1	1	2	0	2	2	1	2	0	2	1
Location/No clientele	1	0	1	1	5	1	0	1	1	0	2	1	0	4	0	1	2	1	2	0	3	0
Lack of a mentor	0	0	0	1	1	0	0	0	1	0	0	1	0	0	0	2	0	1	0	0	0	0
Taxes too high	0	0	1	0	0	0	0	0	1	0	0	1	0	0	2	0	1	0	0	0	2	0
Owning a business is not a good career	0	0	0	1	0	0	0	0	1	0	1	0	0	0	0	1	0	0	2	0	1	0
Other	6	7	6	5	3	7	0	5	6	4	4	9	7	6	0	9	6	6	8	5	11	4

Study of Entrepreneurship Among Young Atlantic Canadians Aged 15-29
- Non-entrepreneurs -

TABLE 12:

Why did you not very seriously consider starting your own business?

Don't know/No answer	11	7	14	12	5	11	8	12	10	19	7	5	16	13	8	2	2	10	9	19	4	13
WEIGHTED SAMPLE SIZE (#)	335	100	125	89	22	289	47	133	203	131	103	101	122	77	56	78	84	89	56	106	78	249
UNWEIGHTED SAMPLE SIZE (#)	351	67	99	86	99	313	38	134	217	136	108	107	116	81	60	92	92	102	50	105	89	255

TABLE 13:

Why did you decide to not start your own business?

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
Lack of money to start a business	39	43	34	38	42	39	45	44	33	25	47	45	24	42	48	47	56	34	38	23	48	37
Still in school	16	17	13	20	16	17	11	14	19	23	22	5	21	12	25	11	4	22	16	28	4	21
Inexperienced/Lack of education	13	15	8	14	20	14	11	16	10	12	16	12	11	11	18	15	10	15	15	14	8	15
Not enough business management skills	12	8	13	17	9	11	14	11	13	30	3	1	28	8	4	1	5	15	13	16	0	16
Didn't know how to start a business	6	8	4	5	7	7	0	7	4	3	4	11	4	5	5	10	9	0	7	7	14	3
No ideas for a business	5	6	2	7	5	6	0	3	8	5	5	6	4	4	7	7	8	4	7	1	2	6
Lack of guidance/information at start-up phase	4	3	4	4	1	4	0	4	4	3	2	6	4	5	3	2	4	4	3	4	4	3
Lack of interest/appeal	3	3	5	3	2	3	4	4	3	3	3	4	2	4	3	5	4	5	5	0	1	4
Too young	3	4	3	3	2	3	0	3	4	3	5	1	3	4	3	3	3	4	1	5	1	4
Lack of a mentor	3	2	3	4	1	3	7	4	2	2	4	4	1	3	3	5	3	3	5	2	4	3
Personal situation	3	2	4	4	1	3	0	0	6	0	2	6	0	3	5	4	1	2	2	6	7	1
Have a job	3	4	1	3	2	3	0	3	2	1	2	5	2	2	0	6	4	3	3	0	3	2
Time wasn't right	2	2	1	3	8	2	1	3	1	2	4	1	0	3	4	3	3	6	0	0	2	2
Too much work/hassle	2	4	0	2	2	2	0	2	3	3	4	0	4	3	0	0	1	3	4	1	3	2
Location	2	3	1	1	3	2	0	2	2	1	2	3	1	4	2	1	3	2	1	1	3	2
Had other interests/plans	2	1	2	3	4	2	1	2	2	2	2	1	2	1	2	2	3	0	1	2	2	2
In the process/Planning for the future	1	1	2	2	1	1	0	2	1	1	2	2	0	4	2	0	2	1	0	1	2	1
Undecided/Haven't thought about it	1	3	0	0	1	1	4	1	1	2	0	2	0	4	0	1	2	3	0	0	1	1
Fear of it not working out	1	3	0	0	0	1	0	1	1	1	3	0	1	2	0	1	3	0	1	0	1	1
Moved to another area	1	1	0	3	0	1	0	1	1	0	0	3	0	0	4	0	3	1	0	0	2	1
Wanted to be more established	1	1	1	1	0	1	0	2	0	0	0	2	2	0	0	1	0	0	2	1	2	0
Lack of guidance/information after start-up	1	0	3	0	0	1	0	1	1	1	0	2	1	1	2	0	1	1	0	1	2	0
Taxes too high	1	2	0	0	0	1	0	1	1	0	2	0	0	1	2	0	1	0	0	1	0	1

Study of Entrepreneurship Among Young Atlantic Canadians Aged 15-29
- Non-entrepreneurs -

TABLE 13:

Why did you decide to not start your own business?

Waiting for opportunity/Lack of opportunity	1	1	1	0	1	1	0	1	0	1	0	1	1	0	0	1	1	1	0	0	0	1
Financial risk	1	1	0	1	1	0	4	0	1	1	0	1	1	0	0	1	0	1	0	1	0	1
Competition	0	0	0	1	2	0	0	1	0	0	0	1	0	0	1	0	0	0	1	0	0	0
Parents/guardians thought it was a bad idea	0	0	0	1	1	0	0	1	0	1	0	0	0	1	0	0	0	0	1	0	0	0
Owning a business is not a good career	0	0	1	0	0	0	4	1	0	1	0	0	1	0	0	0	0	0	0	1	0	0
Inexperienced	0	0	0	1	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	1	0	0
Other	5	5	3	5	9	5	4	5	5	4	4	6	5	4	3	8	6	4	5	2	10	3
Nothing	0	0	1	0	0	0	0	1	0	0	0	1	0	0	2	0	1	0	0	0	0	0
Don't know/No answer	7	4	8	10	6	6	11	6	7	8	6	5	11	7	2	4	3	5	9	10	6	7
WEIGHTED SAMPLE SIZE (#)	**458**	**196**	**123**	**116**	**23**	**423**	**35**	**251**	**207**	**150**	**149**	**159**	**137**	**124**	**75**	**115**	**138**	**105**	**107**	**106**	**109**	**339**
UNWEIGHTED SAMPLE SIZE (#)	442	132	98	112	100	413	29	254	188	147	146	149	131	120	74	112	132	101	102	105	107	326

Study of Entrepreneurship Among Young Atlantic Canadians Aged 15-29
- Non-entrepreneurs -

TABLE 14a:

What, if anything, would be the single most appealing thing about owning your own business? [FIRST MENTIONS]

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
Being my own boss/Independence	68	69	66	68	74	68	67	67	69	64	77	63	57	70	85	70	65	74	61	71	67	68
Personal accomplishment	5	4	5	6	1	5	0	2	7	5	2	7	5	5	4	5	7	4	4	4	8	4
It would be an income/a job	4	5	4	3	4	5	2	6	3	5	4	3	4	4	1	6	6	4	3	3	3	5
Higher earnings potential/Make lots of money	3	3	2	3	1	2	3	4	1	3	1	3	4	2	1	2	4	2	2	3	4	2
Meeting people/Dealing with the public	1	2	1	1	0	1	0	1	1	1	0	2	3	1	1	0	1	1	3	0	1	1
Fulfil a goal	1	1	2	1	2	1	0	1	1	2	0	1	2	2	0	0	0	1	2	2	1	1
Nothing/Not interested in owning a business	1	0	2	1	0	1	3	1	1	1	1	1	2	1	0	1	1	2	0	1	0	1
Security/Stability	1	0	2	1	1	1	2	0	1	1	0	1	0	1	2	1	2	1	1	0	1	1
To provide a product or service	1	1	0	1	1	1	2	0	1	0	2	0	1	2	0	0	1	0	3	0	1	1
Fun	1	1	0	2	2	1	0	1	0	0	0	2	0	1	0	1	1	0	1	0	0	1
To create jobs	1	1	0	1	1	1	2	1	1	1	0	1	0	1	1	1	2	1	0	0	1	0
Change in lifestyle	1	1	0	1	0	1	0	1	1	1	1	0	0	1	1	1	0	1	1	1	0	1
Better lifestyle	1	1	0	1	0	1	0	1	0	1	0	1	1	0	0	1	1	1	1	0	1	1
To contribute to my community	1	1	0	0	0	0	2	0	1	0	0	2	1	1	0	1	1	1	1	0	0	1
Tax benefits	0	1	0	0	0	0	0	0	0	0	0	1	0	1	0	1	1	0	1	0	0	0
I'd be able to pay the bills	0	0	1	0	0	0	0	1	0	1	0	0	1	0	0	0	0	1	0	1	0	0
Family tradition	0	0	0	1	0	0	0	0	0	0	0	1	0	1	0	1	0	0	1	0	0	0
The experience/Just owning your own business	0	1	0	0	1	0	2	0	0	1	0	0	1	0	0	0	0	1	0	0	0	0
Ability to use own ideas	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	1	2	1	1	1	2	2	1	1	2	2	1	1	2	3	1	1	1	2	1	1
Don't know/No answer	10	11	8	12	6	10	15	10	11	13	7	10	18	8	3	7	7	7	15	12	8	10
WEIGHTED SAMPLE SIZE (#)	800	297	252	206	45	718	82	385	415	283	255	262	260	203	133	195	223	196	165	213	186	595
UNWEIGHTED SAMPLE SIZE (#)	800	200	200	199	201	733	67	389	411	284	257	259	248	203	137	205	225	206	154	211	196	586

TABLE 14b:

What, if anything, would be the single most appealing thing about owning your own business? [TOTAL MENTIONS]

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
Being my own boss/Independence	75	75	74	76	80	76	69	75	76	69	82	75	62	78	91	80	76	81	67	76	79	73
Personal accomplishment	15	15	12	18	15	16	5	12	17	12	13	19	10	17	15	18	20	16	11	11	17	14
Higher earnings potential/Make lots of money	11	13	8	11	9	11	12	14	8	12	9	12	13	10	9	10	15	10	10	8	15	10
It would be an income/a job	9	10	9	8	8	9	5	11	7	10	10	7	9	9	7	9	11	9	7	9	8	9
Fulfil a goal	5	4	6	4	4	5	0	4	5	4	4	6	4	7	3	4	4	3	7	5	5	5
To create jobs	4	4	4	5	4	4	6	6	3	3	5	5	3	6	3	5	5	3	5	3	4	4
Fun	3	3	3	3	4	3	3	4	2	3	1	4	2	2	4	4	4	2	3	2	2	3
Better lifestyle	2	2	3	2	3	2	2	2	3	2	3	3	2	1	4	4	3	2	2	2	3	2
Meeting people/Dealing with the public	2	3	2	3	1	3	0	2	2	2	1	4	3	2	1	2	3	2	4	0	2	3
Change in lifestyle	2	2	2	3	1	2	0	2	2	1	3	2	1	2	2	3	3	3	1	2	1	2
Nothing/Not interested in owning a business	2	2	3	1	1	2	3	2	2	3	2	1	3	1	2	1	1	3	3	1	0	2
To contribute to my community	2	2	2	2	1	2	3	1	2	1	1	4	1	2	1	3	2	2	3	1	2	2
To provide a product or service	2	1	2	2	2	1	5	0	3	1	3	1	1	3	1	1	1	1	3	2	2	2
Security/Stability	1	0	2	1	1	1	2	1	1	1	1	1	0	1	2	1	2	1	1	1	1	1
Tax benefits	1	1	1	1	0	1	0	1	0	0	0	2	0	2	1	1	2	0	1	0	1	1
The experience/Just owning your own business	1	2	0	0	2	1	3	1	1	1	1	1	1	1	0	1	1	2	1	0	1	1
Family tradition	1	1	0	2	0	1	2	1	1	0	0	1	0	1	1	1	1	1	1	1	1	1
I'd be able to pay the bills	1	0	1	1	0	1	0	1	0	1	0	1	1	0	1	1	0	1	1	1	0	1
Better than being unemployed	1	1	0	1	1	1	0	1	1	0	0	2	0	1	1	1	1	1	1	0	1	1
Ability to use own ideas	1	1	0	1	1	1	0	1	0	1	1	0	1	0	1	1	0	1	1	1	1	1
Other	3	4	3	3	1	3	2	3	3	3	3	3	3	1	3	4	3	3	4	3	1	3
Don't know/No answer	10	11	8	12	6	10	15	10	11	13	7	10	18	8	3	7	7	7	15	12	8	10

TABLE 14b:

What, if anything, would be the single most appealing thing about owning your own business? [TOTAL MENTIONS]

WEIGHTED SAMPLE SIZE (#)	800	297	252	206	45	718	82	385	415	283	255	262	260	203	133	195	223	196	165	213	186	595
UNWEIGHTED SAMPLE SIZE (#)	800	200	200	199	201	733	67	389	411	284	257	259	248	203	137	205	225	206	154	211	196	588

TABLE 15:

How likely, if at all, is it that this would be a fulfilling career?

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
Very likely	56	57	56	57	51	57	51	56	57	49	60	60	51	62	54	58	62	48	62	53	63	55
Somewhat likely	34	35	32	35	41	34	34	37	32	41	30	31	39	27	43	32	29	44	31	35	28	37
Not very likely	4	3	4	4	5	4	6	4	4	6	4	2	5	5	1	2	3	3	4	5	3	4
Not at all likely	2	1	2	2	0	1	3	1	2	1	2	2	2	2	0	2	1	1	1	3	1	1
Don't know/No answer	4	4	5	3	2	4	6	3	4	3	4	5	3	4	2	6	5	5	2	4	5	3
WEIGHTED SAMPLE SIZE (#)	**800**	**297**	**252**	**206**	**45**	**718**	**82**	**385**	**415**	**283**	**255**	**262**	**260**	**203**	**133**	**195**	**223**	**196**	**165**	**213**	**186**	**595**
UNWEIGHTED SAMPLE SIZE (#)	800	200	200	199	201	733	67	389	411	284	257	259	248	203	137	205	225	206	154	211	196	588

Study of Entrepreneurship Among Young Atlantic Canadians Aged 15-29
- Non-entrepreneurs -

TABLE 16:

Do you think people who own a business work more hours, work fewer hours or work about the same number of hours as compared to employees who are paid a salary at their jobs?

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
Work more hours	81	86	79	77	84	82	76	80	83	76	83	85	71	82	86	90	85	85	78	78	85	80
Work fewer hours	3	3	4	4	1	3	9	5	2	5	3	1	5	2	2	2	2	4	4	3	1	4
Work about the same number of hours	13	11	15	16	10	13	14	13	14	16	12	12	21	14	10	6	12	10	15	16	12	13
Don't know/No answer	2	1	2	3	4	2	0	3	2	2	2	2	3	2	3	1	1	1	3	3	2	2
WEIGHTED SAMPLE SIZE (#)	**800**	**297**	**252**	**206**	**45**	**718**	**82**	**385**	**415**	**283**	**255**	**262**	**260**	**203**	**133**	**195**	**223**	**196**	**165**	**213**	**186**	**595**
UNWEIGHTED SAMPLE SIZE (#)	800	200	200	199	201	733	67	389	411	284	257	259	248	203	137	205	225	206	154	211	196	588

TABLE 17:

Do you think that people who own a business have more disposable income, have less disposable, or have about the same amount of disposable income as compared to employees who are paid a salary at their jobs?

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
Have more disposable income	42	39	40	50	34	40	56	46	38	39	42	44	44	49	33	37	44	43	46	35	43	41
Have less disposable income	16	17	14	16	21	17	9	16	16	16	14	18	13	15	19	18	17	16	14	16	19	15
Have about the same amount of disposable income	36	42	36	27	40	37	30	32	40	40	38	31	39	28	44	37	32	37	36	40	33	38
Don't know/No answer	6	3	9	8	4	6	5	6	6	5	6	8	4	8	5	8	6	4	4	9	6	6
WEIGHTED SAMPLE SIZE (#)	**800**	**297**	**252**	**206**	**45**	**718**	**82**	**385**	**415**	**283**	**255**	**262**	**260**	**203**	**133**	**195**	**223**	**196**	**165**	**213**	**186**	**595**
UNWEIGHTED SAMPLE SIZE (#)	800	200	200	199	201	733	67	389	411	284	257	259	248	203	137	205	225	206	154	211	196	588

TABLE 18:

In general, do you consider yourself to be a risk taker?

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
Yes	59	60	56	62	55	59	61	68	51	69	59	49	68	60	58	47	55	61	70	54	47	63
No	38	36	41	36	41	38	35	30	45	29	37	48	30	36	37	50	43	35	28	43	49	34
Don't know/No answer	3	5	2	2	3	3	3	3	4	2	4	3	2	3	5	2	2	5	2	3	4	3
WEIGHTED SAMPLE SIZE (#)	800	297	252	206	45	718	82	385	415	283	255	262	260	203	133	195	223	196	165	213	186	595
UNWEIGHTED SAMPLE SIZE (#)	800	200	200	199	201	733	67	389	411	284	257	259	248	203	137	205	225	206	154	211	196	588

TABLE 19:

Do you consider yourself to have an entrepreneurial or business-oriented outlook on life?

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
Yes	61	64	60	59	58	62	58	63	59	57	62	65	59	61	61	63	70	62	64	50	68	59
No	34	32	33	36	37	34	31	33	35	38	34	29	35	35	32	33	27	35	31	41	28	35
Don't know/No answer	5	5	6	5	5	5	11	4	6	6	4	6	6	4	7	4	2	4	6	9	5	5
WEIGHTED SAMPLE SIZE (#)	800	297	252	206	45	718	82	385	415	283	255	262	260	203	133	195	223	196	165	213	186	595
UNWEIGHTED SAMPLE SIZE (#)	800	200	200	199	201	733	67	389	411	284	257	259	248	203	137	205	225	206	154	211	196	588

Study of Entrepreneurship Among Young Atlantic Canadians Aged 15-29
- Non-entrepreneurs -

TABLE 20a:

What person or factor, if any, has been the most influential in terms of guiding your career decisions? [FIRST MENTIONS]

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
Parents/family members/guardians	38	42	35	37	39	39	31	34	43	42	43	30	41	44	33	31	34	42	39	39	40	38
Personal interest	11	11	14	10	6	11	11	11	12	9	11	13	7	9	14	17	13	14	12	7	11	11
Teachers in high school or in post-secondary studies	9	6	9	12	12	9	11	9	9	14	7	5	11	8	6	8	6	8	12	11	6	10
Friend	5	4	7	3	4	4	8	6	3	5	4	5	5	4	7	3	5	3	6	4	2	5
Personal challenge	3	3	4	4	1	4	2	4	3	2	2	6	2	3	6	5	5	4	1	3	6	3
Local entrepreneurs or business-people	3	2	2	3	4	2	4	4	1	2	2	4	1	3	4	3	3	3	2	1	2	3
High school guidance counsellor	2	2	1	2	0	1	5	2	2	3	2	0	3	2	1	1	0	4	1	3	0	2
Education/Courses	2	2	2	1	2	2	0	1	2	1	1	2	1	1	0	3	3	1	1	1	2	1
Relevant previous experience	1	1	1	1	3	1	2	1	1	2	0	1	1	1	2	1	2	0	2	1	1	1
Making money	1	1	1	1	1	1	0	1	1	0	1	2	0	2	0	2	2	0	1	1	3	0
Life style/independence	1	1	1	0	0	1	0	0	1	1	1	1	1	0	1	2	1	1	0	2	1	1
Haven't yet made any career decisions	1	1	0	1	0	1	0	1	1	1	1	0	2	1	0	0	0	1	2	1	0	1
Job/labour market information	1	1	0	1	0	1	0	0	1	0	2	0	0	1	1	0	0	1	1	0	2	0
Want to pursue a dream	1	1	0	1	0	1	0	0	1	0	0	2	0	0	0	2	1	1	0	0	1	0
The opportunity to take risks	0	1	0	1	0	0	0	0	0	0	1	0	0	1	1	0	1	0	0	0	0	0
Availability of jobs	0	0	0	1	0	0	0	0	1	0	1	0	0	0	2	0	0	1	0	0	0	0
Doctor/Dentist	0	0	0	1	0	0	0	0	1	1	0	0	0	1	0	0	0	1	0	1	0	0
Financial necessity	0	0	1	0	0	0	2	0	0	0	0	1	0	0	1	1	1	0	0	1	1	0
The media	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0	1	1	0	0	0	0	0
Location	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0	1	1	0	0	0	0	0
Technology/Computers	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0	1	0
Family tradition	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0
National/international business role model	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Family business	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	2	1	1	2	1	2	2	1	1	2	2	0	1	2	2	3	1	1	1	2	1
No one/None	1	1	1	3	2	2	0	2	1	1	2	1	1	1	2	2	2	1	1	2	0	2
Don't know/No answer	18	19	15	20	18	17	25	20	16	15	16	22	22	18	16	15	18	14	18	21	20	16

Study of Entrepreneurship Among Young Atlantic Canadians Aged 15-29
- Non-entrepreneurs -

TABLE 20a:

What person or factor, if any, has been the most influential in terms of guiding your career decisions? [FIRST MENTIONS]

WEIGHTED SAMPLE SIZE (#)	**800**	**297**	**252**	**206**	**45**	**718**	**82**	**385**	**415**	**283**	**255**	**262**	**260**	**203**	**133**	**195**	**223**	**196**	**165**	**213**	**186**	**585**
UNWEIGHTED SAMPLE SIZE (#)	800	200	200	199	201	733	67	389	411	284	257	259	248	203	137	205	225	206	154	211	196	588

Study of Entrepreneurship Among Young Atlantic Canadians Aged 15-29
- Non-entrepreneurs -

TABLE 20b:

What person or factor, if any, has been the most influential in terms of guiding your career decisions? And what other people or factors have been influential? [TOTAL MENTIONS]

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
Parents/family members/guardians	55	58	54	54	56	57	47	48	62	64	56	46	60	55	53	51	51	58	56	57	55	56
Teachers in high school or in post-secondary studies	23	24	23	21	25	23	20	22	23	35	21	11	29	16	20	23	15	24	27	26	11	27
Friend	20	20	20	20	22	20	17	21	19	21	21	17	21	19	21	19	19	19	23	18	16	21
Personal interest	13	14	14	12	9	13	11	12	14	11	14	14	8	11	17	19	14	16	13	9	12	13
Local entrepreneurs or business-people	8	8	5	9	9	8	5	10	6	3	10	10	2	9	10	11	14	7	5	4	8	8
Personal challenge	4	4	5	4	1	4	2	4	4	2	5	6	2	3	8	6	5	5	2	4	7	3
High school guidance counsellor	4	4	4	4	1	3	8	4	3	5	5	1	5	3	2	3	1	6	2	5	1	5
Education/Courses	3	4	2	2	3	3	0	2	3	1	3	3	2	2	1	5	4	2	3	2	4	2
Making money	2	3	2	2	1	2	0	2	2	1	2	4	0	2	3	3	4	1	2	1	5	1
Haven't yet made any career decisions	1	2	1	1	2	1	3	1	2	2	2	1	3	1	1	1	1	2	2	2	0	2
Job/labour market information	1	2	1	1	0	1	0	1	2	0	2	2	1	2	2	2	2	1	1	1	3	1
Relevant previous experience	1	1	2	1	3	1	2	2	1	2	0	1	2	1	2	1	2	0	2	1	1	2
Life style/independance	1	2	1	0	0	1	0	1	1	1	1	2	1	0	1	2	1	1	1	2	1	1
Financial necessity	1	1	2	0	0	1	2	1	1	1	0	2	0	2	1	1	1	1	0	1	2	0
Availability of jobs	1	0	1	1	1	1	2	1	1	1	1	0	1	0	4	0	0	2	1	0	0	1
The media	1	2	0	1	1	1	0	1	1	1	1	0	1	1	0	1	1	0	1	0	0	1
Want to pursue a dream	1	2	0	1	0	1	0	1	1	0	1	2	0	0	1	2	1	1	0	0	1	1
Family tradition	1	1	1	0	1	1	0	1	1	1	1	0	1	1	1	0	0	0	1	1	0	1
The opportunity to take risks	1	1	0	1	0	1	0	1	0	0	1	0	0	1	2	0	1	0	0	0	0	1
Location	1	1	0	1	0	1	0	1	0	0	0	2	0	1	0	2	1	1	0	0	1	0
Doctor/Dentist	0	0	0	1	1	0	0	0	1	1	0	0	1	1	0	0	0	1	0	1	0	0
Family business	0	0	0	1	1	0	0	0	0	0	1	0	0	1	0	0	0	0	0	1	0	0

Study of Entrepreneurship Among Young Atlantic Canadians Aged 15-29
- Non-entrepreneurs -

TABLE 20b:

What person or factor, if any, has been the most influential in terms of guiding your career decisions? And what other people or factors have been influential? [TOTAL MENTIONS]

Technology/Computers	0	0	0	1	1	0	0	0	0	0	0	0	0	0	1	1	0	0	1	1	1	0
Junior Achievement	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
National/International business role model	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	3	4	1	3	4	3	3	3	3	2	4	3	3	3	2	3	3	2	7	1	3	3
No one/None	2	1	2	3	3	2	0	3	1	3	2	1	2	1	3	2	2	2	2	2	0	3
Don't know/No answer	18	19	15	20	18	17	25	20	16	15	16	22	22	18	16	15	18	14	18	21	20	16
WEIGHTED SAMPLE SIZE (#)	**800**	**297**	**252**	**206**	**45**	**718**	**82**	**385**	**415**	**283**	**255**	**262**	**260**	**203**	**133**	**195**	**223**	**196**	**165**	**213**	**186**	**595**
UNWEIGHTED SAMPLE SIZE (#)	800	200	200	199	201	733	67	389	411	284	257	259	248	203	137	205	225	206	154	211	196	588

TABLE 21a:

Overall, would you say YOUR HIGH SCHOOL GUIDANCE COUNSELLOR has been very important, somewhat important, not very important or not at all important in influencing your career decisions to date?

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
Very important	12	10	13	16	11	12	17	12	13	17	14	7	18	14	7	8	10	10	18	13	9	14
Somewhat important	23	18	24	28	23	23	20	23	22	30	19	18	28	21	20	19	16	22	23	29	20	23
Not very important	25	26	28	21	28	24	39	25	26	22	29	25	21	25	31	29	25	27	22	27	26	25
Not at all important	37	43	33	32	36	38	22	38	36	28	37	46	29	38	41	42	48	37	34	27	40	36
Don't know/No answer	3	4	1	4	1	3	2	2	3	3	2	4	4	3	1	3	1	4	3	3	4	2
WEIGHTED SAMPLE SIZE (#)	**800**	**297**	**252**	**206**	**45**	**718**	**82**	**385**	**415**	**283**	**255**	**262**	**260**	**203**	**133**	**195**	**223**	**196**	**165**	**213**	**186**	**595**
UNWEIGHTED SAMPLE SIZE (#)	800	200	200	199	201	733	67	389	411	284	257	259	248	203	137	205	225	206	154	211	196	588

TABLE 21b:

Overall, would you say YOUR TEACHERS IN HIGH SCHOOL AND IN ANY POST-SECONDARY STUDIES YOU HAVE TAKEN has been very important, somewhat important, not very important or not at all important in influencing your career decisions to date?

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
Very important	36	36	32	40	37	37	25	38	34	39	42	27	33	34	41	39	33	31	45	36	32	37
Somewhat important	36	36	31	43	38	37	28	30	42	37	35	37	37	32	37	39	38	38	29	40	32	37
Not very important	16	16	22	8	17	14	32	18	14	16	12	19	18	17	13	14	16	17	14	16	18	16
Not at all important	11	11	13	8	8	10	14	13	9	7	10	15	10	15	8	9	14	13	12	5	17	9
Haven't yet made any career decisions	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0
Don't know/No answer	1	2	0	1	0	1	0	1	1	1	0	2	2	1	0	1	0	1	0	3	1	1
WEIGHTED SAMPLE SIZE (#)	**799**	**297**	**252**	**205**	**45**	**717**	**82**	**384**	**415**	**282**	**255**	**262**	**260**	**202**	**133**	**195**	**223**	**196**	**165**	**212**	**186**	**594**
UNWEIGHTED SAMPLE SIZE (#)	799	200	200	198	201	732	67	388	411	283	257	259	248	202	137	205	225	206	154	210	196	587

Study of Entrepreneurship Among Young Atlantic Canadians Aged 15-29
- Non-entrepreneurs -

TABLE 21c:

Overall, would you say YOUR PARENTS/FAMILY MEMBERS/GUARDIANS has been very important, somewhat important, not very important or not at all important in influencing your career decisions to date?

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
Very important	51	49	51	53	53	51	45	48	53	56	49	47	58	49	44	47	48	50	53	53	52	51
Somewhat important	35	36	30	38	35	35	27	35	34	31	36	37	29	33	43	39	36	33	35	35	32	35
Not very important	8	9	10	5	9	6	24	9	7	8	8	8	7	11	9	7	8	11	6	8	9	8
Not at all important	6	6	8	4	2	6	5	7	5	3	7	8	6	7	4	7	8	6	6	4	8	5
Haven't yet made any career decisions	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0
Don't know/No answer	0	1	0	0	0	0	0	1	0	1	0	0	1	0	0	0	1	1	0	0	0	1
WEIGHTED SAMPLE SIZE (#)	**800**	**297**	**252**	**206**	**45**	**718**	**82**	**385**	**415**	**283**	**255**	**262**	**260**	**203**	**133**	**195**	**223**	**196**	**165**	**213**	**186**	**595**
UNWEIGHTED SAMPLE SIZE (#)	800	200	200	199	201	733	67	389	411	284	257	259	248	203	137	205	225	206	154	211	196	588

TABLE 21d:

Overall, would you say YOUR FRIENDS has been very important, somewhat important, not very important or not at all important in influencing your career decisions to date?

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
Very important	21	18	22	24	24	21	19	25	18	23	21	19	27	19	16	19	20	17	30	20	17	22
Somewhat important	43	44	35	49	43	43	36	40	44	41	41	46	43	43	43	41	40	49	41	40	50	41
Not very important	23	24	26	16	23	22	31	22	23	22	25	20	17	24	26	25	28	20	18	22	19	23
Not at all important	13	13	16	11	9	13	12	12	14	13	12	14	11	13	15	15	12	13	11	16	13	13
Haven't yet made any career decisions	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0
Don't know/No answer	1	1	0	0	0	0	2	1	0	1	0	0	1	0	0	1	1	1	0	1	1	0
WEIGHTED SAMPLE SIZE (#)	**800**	**297**	**252**	**206**	**45**	**718**	**82**	**385**	**415**	**283**	**255**	**262**	**260**	**203**	**133**	**195**	**223**	**196**	**165**	**213**	**186**	**595**
UNWEIGHTED SAMPLE SIZE (#)	800	200	200	199	201	733	67	389	411	284	257	259	248	203	137	205	225	206	154	211	196	588

TABLE 21e:

Overall, would you say THE MEDIA has been very important, somewhat important, not very important or not at all important in influencing your career decisions to date?

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
Very Important	11	10	12	10	7	10	19	11	10	14	9	9	12	10	9	10	9	12	10	11	8	12
Somewhat Important	39	38	32	49	34	40	26	39	39	42	36	38	39	38	45	36	35	36	48	39	34	40
Not very Important	27	28	28	24	38	27	34	26	29	25	33	25	25	27	30	30	25	30	26	28	25	28
Not at all Important	22	24	25	16	21	22	22	23	21	19	20	28	24	23	14	24	30	22	13	21	32	20
Haven't yet made any career decisions	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0
Don't know/No answer	1	1	1	1	0	1	0	1	1	0	2	1	1	1	2	0	1	1	2	0	0	1
WEIGHTED SAMPLE SIZE (#)	**800**	**297**	**252**	**206**	**45**	**718**	**82**	**385**	**415**	**283**	**255**	**262**	**260**	**203**	**133**	**195**	**223**	**196**	**165**	**213**	**186**	**595**
UNWEIGHTED SAMPLE SIZE (#)	800	200	200	199	201	733	67	389	411	284	257	259	248	203	137	205	225	206	154	211	196	588

TABLE 21f:

Overall, would you say LABOUR MARKET INFORMATION RESOURCES has been very important, somewhat important, not very important or not at all important in influencing your career decisions to date?

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
Very important	14	14	14	15	10	13	19	17	11	9	16	17	10	13	16	18	18	12	14	11	18	13
Somewhat important	43	43	37	48	48	43	41	42	43	40	48	41	39	43	44	47	45	41	42	42	47	42
Not very important	21	21	23	20	24	21	23	20	23	25	17	21	23	20	23	19	19	18	26	23	16	23
Not at all important	18	19	21	13	17	19	9	17	19	21	16	16	21	21	16	13	14	25	13	19	18	18
Haven't yet made any career decisions	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0
Don't know/No answer	4	4	4	4	1	4	8	4	4	5	3	4	6	3	2	3	3	4	4	5	1	5
WEIGHTED SAMPLE SIZE (#)	**800**	**297**	**252**	**206**	**45**	**718**	**82**	**385**	**415**	**283**	**255**	**262**	**260**	**203**	**133**	**195**	**223**	**196**	**165**	**213**	**186**	**595**
UNWEIGHTED SAMPLE SIZE (#)	800	200	200	199	201	733	67	389	411	284	257	259	248	203	137	205	225	206	154	211	196	588

TABLE 21g:

Overall, would you say LOCAL ENTREPRENEURS OR BUSINESS-PEOPLE has been very important, somewhat important, not very important or not at all important in influencing your career decisions to date?

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
Very important	19	22	19	17	14	19	27	18	20	19	17	21	17	24	16	19	24	19	19	15	26	18
Somewhat important	37	35	34	42	42	38	24	40	33	40	37	33	45	30	36	35	33	32	43	41	26	40
Not very important	26	25	27	25	29	25	32	23	28	25	29	24	22	25	33	26	23	30	22	28	27	25
Not at all important	17	18	18	15	14	17	17	17	17	14	16	21	14	20	14	19	19	20	15	14	20	16
Haven't yet made any career decisions	0	1	0	1	0	0	0	0	0	1	0	0	1	1	0	0	0	1	0	0	0	0
Don't know/No answer	1	1	0	1	0	1	0	1	1	1	0	0	1	1	0	0	1	0	1	1	1	1
WEIGHTED SAMPLE SIZE (#)	**800**	**297**	**252**	**208**	**45**	**718**	**82**	**385**	**415**	**283**	**255**	**262**	**260**	**203**	**133**	**195**	**223**	**196**	**165**	**213**	**186**	**595**
UNWEIGHTED SAMPLE SIZE (#)	800	200	200	199	201	733	67	389	411	284	257	259	248	203	137	205	225	206	154	211	196	588

TABLE 21h:

Overall, would you say PROMOTIONAL MATERIALS AND EVENTS SUCH AS PAMPHLETS, CAREER FAIRS, ETC. THAT ADVERTISE CAREER OPTIONS has been very important, somewhat important, not very important or not at all important in influencing your * career decisions to date?**

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
Very important	18	15	17	22	19	17	21	18	18	19	17	18	18	19	14	17	17	15	18	22	21	17
Somewhat important	41	40	39	44	39	42	31	40	41	42	41	39	39	37	47	42	39	37	47	40	38	42
Not very important	25	26	25	23	26	24	31	24	26	25	26	24	27	24	29	22	25	31	20	23	23	26
Not at all important	16	19	17	10	16	15	17	18	14	12	16	19	14	19	10	19	18	16	15	13	18	15
Haven't yet made any career decisions	0	0	0	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0	1	0	0	0
Don't know/No answer	0	1	0	1	0	1	0	1	0	1	0	0	1	0	0	0	0	1	0	1	0	1
WEIGHTED SAMPLE SIZE (#)	**800**	**297**	**252**	**206**	**45**	**718**	**82**	**385**	**415**	**283**	**255**	**262**	**260**	**203**	**133**	**195**	**223**	**196**	**165**	**213**	**186**	**595**
UNWEIGHTED SAMPLE SIZE (#)	800	200	200	199	201	733	67	389	411	284	257	259	248	203	137	205	225	206	154	211	196	588

TABLE 21I:

Overall, would you say GOVERNMENT PROGRAMMES AND INFORMATION DESIGNED TO HELP YOUNG PEOPLE CHOOSE A CAREER has been very important, somewhat important, not very important or not at all important in influencing your career decisions to date?

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
Very important	24	24	22	30	20	24	30	23	25	25	26	21	27	23	25	21	25	18	33	23	23	25
Somewhat important	36	33	35	39	41	36	36	35	36	42	35	30	39	34	37	33	26	44	36	38	30	38
Not very important	22	23	22	20	21	22	20	22	22	20	22	24	19	25	17	27	25	21	19	22	24	21
Not at all important	17	19	19	10	17	17	11	19	14	12	15	23	14	17	19	18	24	15	11	15	24	14
Haven't yet made any career decisions	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0
Don't know/No answer	1	2	1	1	0	1	3	0	2	0	1	2	1	1	2	1	1	1	1	1	0	1
WEIGHTED SAMPLE SIZE (#)	**800**	**297**	**252**	**206**	**45**	**718**	**82**	**385**	**415**	**283**	**255**	**262**	**260**	**203**	**133**	**195**	**223**	**196**	**165**	**213**	**186**	**595**
UNWEIGHTED SAMPLE SIZE (#)	800	200	200	199	201	733	67	389	411	284	257	259	248	203	137	205	225	206	154	211	196	588

TABLE 22a:

What is the highest level of education you have completed?

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
Elementary school	2	2	3	1	1	1	6	1	3	3	1	2	6	0	0	0	1	3	0	4	1	2
Some high school	31	31	31	31	24	31	29	33	29	70	11	8	94	0	0	0	6	28	49	44	8	38
Graduated high school/vocational	25	22	28	28	24	26	22	26	25	19	31	28	0	100	0	0	24	25	28	25	33	23
Some community/tech. college	6	5	8	8	3	6	9	8	5	2	11	6	0	0	39	0	5	7	6	8	8	6
Graduated community/tech. College	13	16	8	12	21	13	13	13	12	0	17	21	0	0	0	52	29	7	8	4	25	8
Some university	10	12	8	9	15	10	9	7	13	6	18	8	0	0	61	0	8	18	5	9	5	12
Graduated university	9	10	9	7	8	9	9	8	10	0	10	17	0	0	0	36	19	8	2	3	10	8
Post-graduate training/degree	3	3	2	4	2	3	2	3	3	0	2	7	0	0	0	13	5	4	2	2	7	2
Trade school	0	1	0	1	0	1	0	1	0	0	0	1	0	0	0	0	2	0	0	0	1	0
Refused	0	1	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1	0	0	0	0	0
Other	0	1	0	1	0	0	0	1	0	0	0	1	0	0	0	0	1	1	0	0	1	0
WEIGHTED SAMPLE SIZE (#)	**800**	**297**	**252**	**206**	**45**	**718**	**82**	**385**	**415**	**283**	**255**	**262**	**260**	**203**	**133**	**195**	**223**	**196**	**165**	**213**	**186**	**595**
UNWEIGHTED SAMPLE SIZE (#)	800	200	200	199	201	733	67	389	411	284	257	259	248	203	137	205	225	206	154	211	196	588

TABLE 22b:

Are you currently attending an educational institution, either full-time or part-time?

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
Yes, full-time	44	43	43	47	45	45	37	46	43	84	37	8	71	31	57	15	4	59	46	72	9	56
Yes, part-time	6	9	5	4	3	6	5	4	7	4	9	6	4	5	7	9	9	7	3	3	8	6
No	50	49	51	48	51	49	58	49	50	11	55	86	24	65	36	76	86	34	51	24	83	38
Don't know/No answer	0	0	0	1	0	0	0	1	0	1	0	0	1	0	0	0	0	0	0	1	0	0
WEIGHTED SAMPLE SIZE (#)	800	297	252	206	45	718	82	385	415	283	255	262	260	203	133	195	223	196	165	213	186	595
UNWEIGHTED SAMPLE SIZE (#)	800	200	200	199	201	733	67	389	411	284	257	259	248	203	137	205	225	206	154	211	196	588

TABLE 23:

Which, if any, of the following do you currently attend?

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
Junior high	3	4	2	3	2	3	4	3	3	5	0	0	6	0	0	0	0	0	3	6	0	3
High school	45	46	45	46	44	47	30	48	43	72	1	3	88	11	0	0	16	42	66	44	4	49
Undergraduate university programme	25	31	18	24	32	26	15	21	30	13	51	27	1	43	64	31	33	36	13	21	14	26
Graduate university programme	5	2	11	4	3	6	4	6	4	2	7	28	1	3	5	29	12	3	3	8	29	3
Community college	10	9	13	7	10	8	30	11	9	4	21	14	1	21	18	15	14	12	7	9	26	8
Private college	4	1	3	10	3	4	4	4	4	1	8	13	1	9	4	11	4	2	4	5	19	3
Other	8	8	7	8	6	7	15	8	7	3	15	16	3	12	10	16	21	5	5	9	9	8
WEIGHTED SAMPLE SIZE (#)	401	152	123	105	22	367	34	193	208	249	116	36	196	72	86	47	30	129	80	160	31	366
UNWEIGHTED SAMPLE SIZE (#)	399	102	98	101	98	371	28	197	202	251	112	36	192	71	91	44	29	138	71	159	29	367

TABLE 24a:

From what you may know from your experience and from what you may have heard from others about the HIGH SCHOOL SYSTEM, how much, if any, emphasis would you say the HIGH SCHOOL SYSTEM in [PROVINCE] places on teaching students * about starting and running a business?**

Would you say the HIGH SCHOOL system places a great deal of emphasis, some emphasis, not very much emphasis or no emphasis at all on teaching students about starting and running a business?

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
A great deal of emphasis	8	7	8	11	4	8	14	9	8	14	5	5	16	7	2	4	4	5	14	11	3	10
Some emphasis	36	33	31	47	34	37	28	39	33	42	32	33	45	38	30	27	30	34	45	38	31	37
Not very much emphasis	36	37	38	32	41	37	34	36	37	33	44	32	28	38	45	39	39	38	25	41	35	37
No emphasis at all	14	15	15	10	15	14	17	13	15	9	12	20	10	12	16	19	17	15	16	9	19	12
Don't know/No answer	6	9	6	1	5	6	6	4	7	1	7	10	2	5	7	11	11	7	1	2	11	4
WEIGHTED SAMPLE SIZE (#)	**800**	**297**	**252**	**206**	**45**	**718**	**82**	**385**	**415**	**283**	**255**	**262**	**260**	**203**	**133**	**195**	**223**	**196**	**165**	**213**	**186**	**595**
UNWEIGHTED SAMPLE SIZE (#)	800	200	200	199	201	733	67	389	411	284	257	259	248	203	137	205	225	206	154	211	196	588

TABLE 24b:

From what you may know from your experience and from what you may have heard from others about the HIGH SCHOOL SYSTEM, how good a job would you say the HIGH SCHOOL SYSTEM in [PROVINCE] does in teaching students about starting and running a business?

Would you say the HIGH SCHOOL system does an excellent, very good, only fair or a poor job of teaching students about starting and running a business?

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
Excellent	4	4	3	4	4	4	3	3	4	6	4	1	7	3	2	2	2	3	4	5	2	4
Very good	24	19	25	34	15	23	36	27	22	35	17	20	37	22	16	17	17	23	30	28	20	26
Only fair	39	41	36	39	50	40	35	38	41	36	46	37	32	44	45	42	40	40	39	38	35	41
A poor	25	26	27	21	25	25	23	26	24	19	26	31	21	24	31	28	29	25	23	23	34	23
Don't know/No answer	7	11	7	2	5	8	3	6	9	4	6	11	4	7	7	12	11	9	3	4	9	6
WEIGHTED SAMPLE SIZE (#)	800	297	252	206	45	718	82	385	415	283	255	262	260	203	133	195	223	196	165	213	186	595
UNWEIGHTED SAMPLE SIZE (#)	800	200	200	199	201	733	67	389	411	284	257	259	248	203	137	205	225	206	154	211	196	588

TABLE 25a:
From what you may know from your experience and from what you may have heard from others about the COLLEGE SYSTEM, how much, if any, emphasis would you say the COLLEGE SYSTEM in [PROVINCE] places on teaching students about starting and running a business?

Would you say the COLLEGE SYSTEM places a great deal of emphasis, some emphasis, not very much emphasis or no emphasis at all on teaching students about starting and running a business?

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
A great deal of emphasis	27	25	35	21	25	25	40	25	29	46	25	24	100	23	29	24	13	27	37	47	24	28
Some emphasis	46	43	35	58	49	48	27	46	45	41	41	51	0	47	47	46	51	47	41	37	45	46
Not very much emphasis	18	16	22	17	16	17	23	16	21	11	23	14	0	12	19	19	21	13	22	14	22	15
No emphasis at all	3	7	0	2	0	4	0	4	2	0	5	2	0	12	0	3	4	4	0	3	2	4
Don't know/No answer	7	9	7	2	9	6	11	9	4	1	5	9	0	7	6	7	11	9	0	0	6	7
WEIGHTED SAMPLE SIZE (#)	**178**	**65**	**50**	**50**	**12**	**155**	**22**	**93**	**85**	**15**	**85**	**78**	**3**	**22**	**53**	**101**	**77**	**33**	**28**	**39**	**69**	**105**
UNWEIGHTED SAMPLE SIZE (#)	187	44	40	48	55	168	19	98	89	19	83	85	3	21	49	114	83	34	29	40	76	107

TABLE 25b:
From what you may know from your experience and from what you may have heard from others about the COLLEGE SYSTEM, how good a job would you say the COLLEGE SYSTEM in [PROVINCE] does in teaching students about starting and running a business?

Would you say the COLLEGE SYSTEM does an excellent, very good, only fair or a poor job of teaching students about starting and running a business?

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
Excellent	12	14	12	10	9	11	17	12	12	28	11	10	46	13	19	8	7	12	14	21	13	12
Very good	41	34	40	48	47	40	42	45	36	53	39	40	54	39	43	39	33	45	40	53	30	46
Only fair	36	36	32	40	35	38	19	33	39	10	36	41	0	36	30	40	44	26	38	26	43	32
A poor	6	9	7	2	2	5	11	3	9	8	8	4	0	6	3	8	8	8	8	0	9	4
Don't know/No answer	5	7	7	0	7	4	11	6	4	1	5	6	0	7	6	5	8	9	0	0	5	6
WEIGHTED SAMPLE SIZE (#)	**178**	**65**	**50**	**50**	**12**	**155**	**22**	**93**	**85**	**15**	**85**	**78**	**3**	**22**	**53**	**101**	**77**	**33**	**28**	**39**	**69**	**105**
UNWEIGHTED SAMPLE SIZE (#)	187	44	40	48	55	168	19	98	89	19	83	85	3	21	49	114	83	34	29	40	76	107

TABLE 26a:

From what you may know from your experience and from what you may have heard from others about the UNIVERSITY SYSTEM, how much, if any, emphasis would you say the UNIVERSITY SYSTEM in [PROVINCE] places on teaching students about starting and running a business?

Would you say the UNIVERSITY SYSTEM places a great deal of emphasis, some emphasis, not very much emphasis or no emphasis at all on teaching students about starting and running a business?

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
A great deal of emphasis	15	12	18	16	18	14	22	18	13	17	13	16	0	20	9	19	19	13	21	9	17	14
Some emphasis	51	55	50	50	39	50	63	49	53	49	55	48	55	52	55	48	48	59	64	40	44	54
Not very much emphasis	20	13	26	20	29	20	15	22	18	20	19	19	45	17	22	18	18	14	5	37	19	20
No emphasis at all	5	8	2	4	5	6	0	6	5	6	5	5	0	4	5	6	6	3	1	9	7	5
Don't know/No answer	9	12	4	10	10	10	0	5	12	7	8	11	0	8	9	10	9	10	9	6	12	7
WEIGHTED SAMPLE SIZE (#)	**218**	**89**	**63**	**52**	**14**	**200**	**18**	**92**	**126**	**38**	**94**	**86**	**2**	**33**	**84**	**98**	**74**	**71**	**21**	**50**	**46**	**166**
UNWEIGHTED SAMPLE SIZE (#)	222	60	50	50	62	207	15	99	123	41	101	80	2	34	91	95	73	75	21	52	48	169

TABLE 26b:

From what you may know from your experience and from what you may have heard from others about the UNIVERSITY SYSTEM, how good a job would you say the UNIVERSITY SYSTEM in [PROVINCE] does in teaching students about starting and running a business?

Would you say the UNIVERSITY SYSTEM does an excellent, very good, only fair or a poor job of teaching students about starting and running a business?

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
Excellent	9	10	8	8	11	10	0	6	11	14	11	4	0	14	5	11	7	10	11	10	12	9
Very good	36	33	34	44	32	33	64	36	36	52	31	34	55	39	33	37	38	37	46	28	21	41
Only fair	33	33	38	24	37	32	36	39	28	18	37	35	0	32	38	29	29	38	33	32	36	32
A poor	11	10	12	12	8	12	0	12	11	7	12	12	45	8	12	11	15	5	1	18	15	10
Don't know/No answer	11	13	8	12	11	12	0	8	14	9	9	15	0	8	12	13	11	10	9	13	16	9
WEIGHTED SAMPLE SIZE (#)	**218**	**89**	**63**	**52**	**14**	**200**	**18**	**92**	**126**	**38**	**94**	**86**	**2**	**33**	**84**	**98**	**74**	**71**	**21**	**50**	**46**	**166**
UNWEIGHTED SAMPLE SIZE (#)	222	60	50	50	62	207	15	99	123	41	101	80	2	34	91	95	73	75	21	52	48	169

Study of Entrepreneurship Among Young Atlantic Canadians Aged 15-29
- Non-entrepreneurs -

TABLE 27:

What did you or are you studying in college, university, or trade school?

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
Business (non-specific)	11	14	5	11	13	11	6	11	11	14	9	12	0	10	12	11	13	12	13	6	9	11
Bachelor of Arts	6	9	5	1	7	6	3	5	6	6	5	7	0	5	9	4	5	7	3	6	6	6
Education	5	2	7	8	4	5	9	5	5	8	2	7	0	3	4	7	6	6	5	1	3	6
Information technology	4	5	3	4	1	4	3	4	4	2	3	6	0	2	4	5	4	2	6	5	3	4
Psychology	3	3	3	3	6	3	7	1	5	6	3	3	0	4	5	2	3	5	0	4	2	4
Sciences (non-specific)	3	3	7	0	3	4	0	3	3	6	3	2	0	5	3	3	3	3	3	4	1	4
Nursing	3	3	7	0	2	3	6	0	6	3	4	2	20	0	3	3	3	3	3	5	6	1
Biology	3	4	4	0	3	3	3	4	2	5	4	1	0	5	2	3	1	5	3	4	1	4
English	3	5	1	2	2	3	0	2	3	0	5	1	0	0	6	1	1	6	6	1	2	3
Accounting	3	3	1	3	8	3	0	1	4	0	3	4	0	0	2	4	4	4	0	0	3	2
Commerce/Bachelor of Commerce	3	5	0	3	0	3	0	4	1	5	1	3	0	4	2	3	3	5	0	1	2	3
Business Administration	3	2	1	5	4	3	1	2	3	2	3	2	0	6	1	3	3	5	2	0	2	3
Mechanics	3	5	1	1	2	2	7	5	0	2	2	4	0	4	2	3	2	1	9	1	3	2
Hospitality/Travel and Tourism	2	0	3	5	3	2	6	0	5	0	2	4	0	0	2	3	3	2	5	0	1	3
History	2	4	2	0	3	3	0	3	1	2	3	1	0	4	4	1	1	3	3	3	0	3
Bachelor of Sciences	2	3	0	3	3	2	0	4	1	3	2	2	0	2	1	3	3	2	3	1	1	2
Business Management	2	0	2	5	1	2	3	1	3	2	0	4	0	5	2	1	1	2	3	4	4	1
Secretarial	2	1	1	4	3	2	3	0	4	0	1	4	0	0	1	3	2	3	0	1	5	1
French	2	2	2	2	1	1	7	0	4	2	2	2	0	0	3	2	2	4	0	0	0	3
Computers	2	2	2	1	4	2	0	2	2	0	2	3	20	0	0	3	4	0	0	1	1	3
Office Administration	2	0	0	7	1	2	0	0	4	0	4	1	0	0	3	2	1	0	2	6	0	2
Engineering (non-specific)	2	2	1	2	1	1	3	2	1	6	2	0	0	5	3	0	1	0	0	6	0	2
Human Services	1	2	1	1	3	2	1	0	3	0	2	1	0	0	2	2	2	3	0	0	2	2
Computer science	1	1	1	2	3	2	0	2	1	3	1	1	0	4	1	1	1	3	0	2	1	2
Sociology	1	3	0	0	3	1	0	1	2	0	2	1	0	0	4	0	0	4	0	0	0	2

Study of Entrepreneurship Among Young Atlantic Canadians Aged 15-29
- Non-entrepreneurs -

TABLE 27:

What did you or are you studying in college, university, or trade school?

Bio-Chemistry	1	2	0	2	0	1	0	2	1	5	1	1	0	4	0	1	1	2	0	2	0	2
Carpentry	1	2	0	1	3	1	0	3	0	0	1	2	0	0	1	2	1	0	6	0	2	1
Dental Assistant	1	1	0	3	0	1	0	0	2	0	1	2	0	0	0	2	2	1	0	1	2	1
Welding	1	2	0	1	1	1	0	1	1	0	1	2	0	0	1	2	2	0	0	1	1	1
Marketing	1	2	1	0	0	1	0	1	1	0	0	3	0	0	1	2	1	1	3	0	3	0
Political Science	1	1	1	1	2	1	0	1	1	0	2	0	0	2	2	0	0	4	0	0	0	2
Cosmetology	1	1	0	2	2	1	0	0	2	0	1	1	0	0	1	1	1	2	0	1	1	1
Electronics	1	1	0	2	2	1	0	2	0	0	2	0	0	0	1	1	2	0	3	0	2	1
Forestry/Forestry Management	1	1	1	1	1	1	4	2	0	0	1	2	0	0	0	2	1	0	0	3	3	0
Physical Education	1	1	1	1	0	1	0	0	2	0	1	1	16	0	0	1	1	1	0	1	1	1
Computer Support/Maintenance	1	1	0	2	0	1	0	2	0	0	1	1	0	0	2	1	1	1	0	1	0	1
Crimonology	1	0	1	2	0	1	0	0	2	0	2	0	0	0	1	1	0	1	2	1	2	0
Plumbing	1	2	0	0	1	1	0	2	0	0	0	2	0	0	0	2	2	0	0	0	0	1
Chemistry	1	0	1	1	3	1	0	1	0	2	1	0	0	4	0	0	0	2	0	0	0	1
Computer Programming	1	0	1	1	2	1	0	1	0	0	1	0	0	0	1	1	2	0	0	0	1	0
Other	35	35	42	30	28	35	40	40	31	26	37	36	44	30	28	41	43	26	34	34	42	32
Don't know/No answer	1	2	1	0	3	1	3	2	0	0	3	0	0	0	0	2	1	2	3	0	0	2
WEIGHTED SAMPLE SIZE (#)	**399**	**155**	**116**	**102**	**26**	**357**	**42**	**188**	**211**	**55**	**177**	**166**	**6**	**61**	**133**	**195**	**156**	**104**	**49**	**90**	**113**	**276**
UNWEIGHTED SAMPLE SIZE (#)	411	104	92	99	116	376	35	198	213	62	182	167	6	60	137	205	158	110	49	92	122	260

TABLE 28:

[Did/Does] your high school offer courses that discuss(ed) starting your own business?

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
Yes	50	44	47	62	44	53	25	54	46	71	53	24	64	53	45	32	36	52	54	58	30	57
No	41	51	32	34	51	42	27	38	43	19	36	68	23	38	42	64	58	35	36	31	60	33
Don't know/No answer	10	5	21	4	5	5	48	8	11	10	11	8	12	9	13	5	6	12	10	10	9	10
WEIGHTED SAMPLE SIZE (#)	**786**	**291**	**245**	**205**	**45**	**708**	**78**	**380**	**406**	**276**	**253**	**257**	**246**	**203**	**133**	**195**	**222**	**192**	**163**	**207**	**185**	**584**
UNWEIGHTED SAMPLE SIZE (#)	788	196	195	198	199	724	64	385	403	277	256	255	236	203	137	205	224	202	152	206	195	578

TABLE 29:

In your high school, [did/do] you take any courses that discuss(ed) starting your own business?

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
Yes	53	39	47	74	40	54	27	54	52	49	59	49	45	57	70	49	53	64	41	51	57	52
No	47	61	53	26	59	46	73	46	48	51	41	51	55	43	30	51	46	36	59	49	43	48
Don't know/No answer	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	**392**	**129**	**116**	**127**	**20**	**373**	**19**	**206**	**186**	**195**	**135**	**62**	**158**	**108**	**60**	**62**	**80**	**100**	**88**	**121**	**56**	**332**
UNWEIGHTED SAMPLE SIZE (#)	389	87	92	123	87	373	16	204	185	192	134	63	151	105	63	67	81	106	79	120	57	329

TABLE 30:

Would you say the courses you [took/are taking] in high school that discuss(ed) starting your own business [were/are]:

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
Excellent	23	21	28	21	26	23	0	24	21	31	14	20	27	31	14	12	21	21	21	29	28	22
Very good	45	47	35	49	43	44	76	40	50	45	42	50	49	48	30	52	38	51	45	42	36	47
Only fair	27	26	30	26	26	27	24	31	24	19	37	30	20	17	46	33	33	23	31	26	33	26
Poor	5	6	7	3	6	5	0	5	5	5	7	0	4	4	10	3	9	6	3	3	4	5
WEIGHTED SAMPLE SIZE (#)	**207**	**51**	**54**	**94**	**8**	**201**	**5**	**110**	**96**	**96**	**80**	**30**	**71**	**61**	**42**	**30**	**43**	**65**	**36**	**61**	**32**	**172**
UNWEIGHTED SAMPLE SIZE (#)	203	34	43	91	35	198	5	107	96	96	78	29	68	57	43	33	42	63	34	62	32	169

TABLE 31:

[Did/Do] any or all of the educational institution(s) you attended or are attending after high school offer courses that discussed starting your own business?

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
Yes	57	59	52	61	60	59	41	59	56	65	58	55	44	62	55	58	54	60	59	59	55	60
No	28	32	25	26	31	30	16	30	27	17	27	33	36	26	25	31	35	20	28	26	34	25
Don't know/No answer	14	10	23	13	9	11	43	11	18	18	15	12	20	12	20	11	11	20	13	15	12	15
WEIGHTED SAMPLE SIZE (#)	**399**	**155**	**116**	**102**	**26**	**357**	**42**	**188**	**211**	**55**	**177**	**166**	**6**	**61**	**133**	**195**	**156**	**104**	**49**	**90**	**113**	**276**
UNWEIGHTED SAMPLE SIZE (#)	411	104	92	99	116	376	35	198	213	62	182	167	6	60	137	205	158	110	49	92	122	280

TABLE 32:

[Did/Are] you [take/taking] any of these courses that discuss(ed) starting your own business?

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
Yes	37	31	40	48	23	38	37	36	39	31	34	44	92	28	34	41	44	26	47	36	38	37
No	62	69	58	52	77	62	63	64	60	69	66	55	8	72	65	59	54	74	53	64	60	63
Don't know/No answer	1	0	2	0	0	1	0	0	1	0	0	1	0	0	2	0	1	0	0	0	2	0
WEIGHTED SAMPLE SIZE (#)	**229**	**91**	**60**	**62**	**16**	**212**	**17**	**111**	**117**	**36**	**102**	**91**	**3**	**38**	**74**	**112**	**85**	**62**	**29**	**53**	**62**	**165**
UNWEIGHTED SAMPLE SIZE (#)	239	61	48	60	70	225	14	122	117	38	107	94	3	37	78	119	93	65	25	55	69	168

TABLE 33:

Would you say the courses you [took/are taking] after high school that discuse(ed) starting your own business [were/are]:

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
Excellent	15	11	16	17	19	14	20	5	23	20	19	9	0	22	29	7	5	29	17	21	6	18
Very good	66	63	68	69	44	66	60	74	59	78	54	73	100	76	56	66	77	70	57	47	66	65
Only fair	17	21	16	14	31	17	20	17	18	0	23	18	0	0	15	24	15	0	26	31	21	16
Don't know/No answer	2	5	0	0	6	2	0	4	0	2	4	0	0	2	0	3	4	1	0	0	6	0
WEIGHTED SAMPLE SIZE (#)	**86**	**28**	**24**	**30**	**4**	**79**	**6**	**40**	**46**	**11**	**34**	**40**	**3**	**11**	**25**	**47**	**38**	**16**	**14**	**19**	**23**	**61**
UNWEIGHTED SAMPLE SIZE (#)	83	19	19	29	16	78	5	38	45	11	33	39	2	10	23	47	38	15	12	18	24	58

TABLE 34:

Where would be the best places to turn for assistance if you wanted to know more about how to start your own business?

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
Business person/Entrepreneur	23	25	20	23	33	24	15	24	23	24	28	19	21	21	25	30	25	27	18	23	19	25
School/University/Community College teachers	17	18	15	18	15	17	14	16	19	25	15	10	22	13	22	12	12	17	18	21	12	19
Internet	11	15	8	11	7	12	3	13	9	12	12	10	10	10	14	13	14	14	8	9	9	12
ACOA	8	8	4	12	12	9	2	9	7	1	6	17	2	2	10	21	15	5	7	4	11	7
Employment Centre	7	8	7	5	5	6	9	7	6	3	5	12	4	9	7	8	10	6	6	5	15	4
Parents/Guardians/Relatives	7	6	7	7	8	7	5	7	6	12	3	4	12	2	5	6	3	8	8	8	4	7
Guidance counsellor	6	4	6	8	6	6	6	5	7	14	2	1	15	1	1	1	2	3	11	9	1	8
Development agencies	5	3	1	11	8	5	3	6	3	1	5	8	1	5	4	9	8	1	7	2	7	3
Banks/financial institutions	4	5	3	5	4	5	0	3	5	3	4	6	2	6	6	6	6	5	4	3	7	4
Provincial Government	4	4	3	4	4	4	2	4	3	2	5	3	0	5	4	5	3	3	4	5	3	4
Federal Government	3	5	1	3	4	4	0	4	3	2	4	5	2	3	3	6	6	2	1	4	4	3
Friends	3	3	2	4	4	3	5	4	2	1	4	4	1	4	3	4	3	3	3	2	3	3
Human Resources (non-specific)	3	2	0	7	3	3	0	3	3	1	4	3	1	5	3	3	2	3	4	2	2	3
Government Office/Agency (non- specific)	2	3	1	2	7	3	0	3	2	2	3	2	1	2	4	3	2	3	3	2	3	2
Y-Enterprise	2	2	0	4	0	2	0	2	1	2	0	3	2	2	2	2	2	2	1	1	2	2
The library	2	2	0	2	1	1	2	2	1	1	1	2	1	2	0	2	2	1	2	1	2	1
Open for Business	1	4	0	0	0	1	0	1	1	2	2	0	2	1	2	0	1	2	2	1	1	1
Chambers of Commerce/Boards of Trade	1	2	1	1	0	1	2	1	2	0	1	3	0	1	1	3	2	2	1	1	1	1
Junior Achievement	1	2	1	1	0	1	0	1	1	2	1	1	2	0	0	2	1	1	1	2	1	1
Business Programs	1	2	0	2	0	1	0	1	1	1	2	0	2	2	0	0	1	1	2	1	0	2
YMCA	1	2	0	2	0	1	0	0	2	0	1	2	0	1	0	2	1	1	1	0	1	1
Local/Municipal Government	1	1	0	1	2	1	0	1	1	0	1	1	0	1	0	2	2	0	1	0	1	1
Youth Programs	1	1	0	2	0	1	0	1	0	2	0	0	1	1	2	0	0	1	2	0	0	1

TABLE 34:

Where would be the best places to turn for assistance if you wanted to know more about how to start your own business?

Better Business Bureau	0	1	0	1	0	1	0	0	1	0	0	1	0	1	1	0	0	0	1	1	1	0
Newspapers/Magazines	0	0	0	1	1	1	0	0	1	1	0	1	1	1	0	0	0	1	1	0	0	1
Local Business	0	1	0	1	0	0	0	0	1	1	0	1	1	0	1	0	1	1	0	0	0	1
Access Nova Scotia	0	1	0	0	0	0	0	0	1	0	0	1	0	1	0	1	1	0	0	0	1	0
Seminars	0	1	0	0	0	0	0	0	0	0	1	1	0	1	0	1	1	0	1	0	0	0
Labour Board	0	1	0	1	0	0	0	1	0	0	1	0	0	1	0	0	0	0	1	0	0	0
1-800 career/business line	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0	1	1	0	0	0	0	0
Local MLA	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Radio	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	7	8	5	8	4	7	3	5	8	5	7	8	5	5	7	9	9	6	8	4	10	6
Don't know/No answer	21	18	27	18	17	18	43	17	24	19	20	22	25	27	14	14	15	21	25	23	22	20
WEIGHTED SAMPLE SIZE (#)	**800**	**297**	**252**	**206**	**45**	**718**	**82**	**385**	**415**	**283**	**255**	**262**	**260**	**203**	**133**	**195**	**223**	**196**	**165**	**213**	**186**	**595**
UNWEIGHTED SAMPLE SIZE (#)	800	200	200	199	201	733	67	389	411	284	257	259	248	203	137	205	225	206	154	211	196	588

Study of Entrepreneurship Among Young Atlantic Canadians Aged 15-29
- Non-entrepreneurs -

TABLE 35:

Which organizations provide financial support to young people who want to start a business? Any others?

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
Atlantic Canada Opportunities Agency/ACOA	15	13	10	23	25	17	6	17	14	8	16	24	5	14	22	26	16	18	15	13	20	13
Banks/Trust companies/Credit unions/Financial institutions	15	18	15	13	15	15	17	15	16	11	16	20	10	17	20	17	19	17	14	11	18	15
Provincial Government	8	10	8	6	10	9	5	10	7	5	11	9	1	14	12	9	11	8	5	8	9	8
Federal Government	7	10	9	3	7	7	11	8	7	4	12	7	2	8	14	10	10	7	4	8	10	7
Federal Business Development Bank	4	4	4	5	2	4	5	4	5	3	4	5	2	4	7	6	4	7	2	3	6	4
HRDC	2	2	0	6	3	3	0	3	2	1	2	4	1	4	2	3	2	2	4	2	5	2
Y-Enterprise	2	3	1	4	0	2	3	3	2	3	2	2	2	4	3	2	3	2	2	2	3	2
Government/Government programs	2	4	0	3	2	3	0	3	2	2	1	4	1	3	3	2	2	3	3	1	4	2
Youth Employment Strategy/Youth programs	2	2	2	2	1	2	2	1	2	3	2	2	3	1	1	2	1	3	3	1	1	2
Community Business Development Corporations	2	2	1	3	1	2	2	1	3	0	2	4	0	2	2	4	4	1	1	1	2	2
Provincial Government Grants/Loans	1	0	2	1	3	1	2	1	2	0	2	1	0	1	3	2	1	3	1	0	0	2
Federal Government Grants/Loans	1	1	1	2	0	1	0	0	2	0	2	0	0	1	2	2	2	1	1	0	0	1
Employment Centres/Employment Insurance	1	2	0	2	1	1	0	0	2	0	2	2	1	2	2	0	2	2	1	0	4	0
Enterprise Cape Breton	1	2	0	0	0	1	0	1	0	0	1	1	1	0	1	1	1	0	2	0	1	0
Access Nova Scotia	1	2	0	0	0	0	2	0	1	0	0	2	0	1	0	2	2	0	0	0	2	0
There are none available	1	1	1	0	1	0	2	1	0	0	0	2	0	0	2	1	1	0	1	0	1	0
Junior Achievement	0	0	0	2	0	0	0	0	1	1	0	0	1	0	1	0	0	1	0	0	0	1
Parents/Family members	0	1	0	0	0	0	0	1	0	0	1	1	0	1	0	1	1	0	0	1	1	0
Schools/Universities/Colleges	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	3	3	1	5	3	3	5	3	3	3	2	3	3	3	3	2	2	4	4	2	4	3
Don't know/No answer	52	48	57	51	46	51	60	52	52	67	47	39	75	49	34	37	44	45	59	61	42	55

TABLE 35:

Which organizations provide financial support to young people who want to start a business? Any others?

WEIGHTED SAMPLE SIZE (#)	**800**	**297**	**252**	**206**	**45**	**718**	**82**	**385**	**415**	**283**	**255**	**262**	**260**	**203**	**133**	**195**	**223**	**196**	**165**	**213**	**186**	**595**
UNWEIGHTED SAMPLE SIZE (#)	800	200	200	199	201	733	67	389	411	284	257	259	248	203	137	205	225	206	154	211	196	588

Study of Entrepreneurship Among Young Atlantic Canadians Aged 15-29
- Non-entrepreneurs -

TABLE 36:

What financial assistance programmes, if any, are available to young people who wish to start their own business?

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
Loans from banks/financial institutions	5	6	5	3	5	5	6	5	5	4	6	5	4	5	8	5	5	6	5	4	7	4
Young Entrepreneurs ConneXion Program/Seed Capital	4	6	4	3	5	4	8	5	3	3	6	4	2	5	6	6	5	7	4	2	5	4
ACOA's Business Development Program assistance	4	3	4	6	8	4	2	4	4	4	5	4	2	4	7	5	4	5	3	5	5	4
Human Resources Development Canada (HRDC) programmes	3	3	1	6	4	3	2	2	4	2	4	3	2	5	4	3	2	7	2	3	4	3
There are none available	3	4	2	3	2	3	0	3	2	3	2	4	4	2	1	3	2	2	5	2	3	3
Self-Employment Benefits (SEB) Program	2	3	1	3	2	2	2	3	1	1	2	3	1	3	3	2	1	5	1	1	3	2
Business Loan Program	2	2	2	1	1	1	6	2	2	1	4	0	0	1	6	1	1	3	1	2	1	2
YES progams/Youth programs	2	2	1	3	1	2	2	1	3	2	2	1	2	2	2	1	0	3	2	2	1	2
Provincial government funding	2	1	2	2	3	2	2	2	2	2	2	2	0	3	3	1	1	2	3	1	3	1
ACOA programmes	1	2	1	1	4	1	2	3	0	1	1	2	0	1	1	4	3	1	0	1	4	1
Government funding	1	1	1	1	2	1	0	1	1	1	1	2	0	1	2	1	2	1	1	0	1	1
Business Development Bank of Canada programmes	1	1	1	2	1	1	0	1	1	1	1	1	1	1	0	1	1	1	0	2	1	1
Regional Economic Development Commission programmes	1	0	1	2	0	1	2	0	1	1	1	0	0	2	1	1	0	1	0	2	1	1
Community Economic Development Corporation programmes	1	1	0	2	0	1	0	1	1	1	1	0	0	1	2	0	0	2	0	1	1	1
Canada Business Service Centre programmes	1	1	1	1	0	0	3	1	1	1	0	1	0	1	0	1	1	1	1	0	1	0
University business centres	1	1	0	2	0	1	0	1	1	0	1	0	0	1	1	0	0	2	1	0	1	1
Venture capital sources	1	1	0	1	1	0	2	0	1	1	1	0	1	1	1	0	1	1	1	0	0	1
Regional Development Authority/Agency (RDA) programmes	1	1	0	0	0	0	3	0	1	1	1	0	1	1	0	0	0	2	0	1	0	1
Grants (non-specific)	1	1	1	0	0	1	0	1	0	0	0	1	0	1	2	0	2	0	0	0	1	0

Study of Entrepreneurship Among Young Atlantic Canadians Aged 15-29
- Non-entrepreneurs -

TABLE 36:

What financial assistance programmes, if any, are available to young people who wish to start their own business?

Centre for Entrepreneurship Education and Development (CEED)	1	0	0	2	0	1	0	0	1	0	1	0	0	0	2	1	0	2	0	0	1	1
Family	1	1	1	0	0	0	2	0	1	0	1	0	0	2	0	0	0	1	1	1	1	0
Regional Economic Development Zonal Board programmes	0	0	0	1	1	0	2	1	0	0	1	0	0	1	1	0	0	0	0	1	0	0
Friends	0	0	0	0	0	0	2	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0
Educational institutions	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
Bridge Financing	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	3	4	2	3	1	3	3	3	3	3	3	3	3	5	2	2	2	1	7	2	3	3
Don't know/No answer	72	72	75	70	67	72	70	71	73	77	70	69	81	69	63	70	74	66	70	77	67	74
WEIGHTED SAMPLE SIZE (#)	**800**	**297**	**252**	**206**	**45**	**718**	**82**	**385**	**415**	**283**	**255**	**262**	**260**	**203**	**133**	**195**	**223**	**196**	**165**	**213**	**186**	**595**
UNWEIGHTED SAMPLE SIZE (#)	800	200	200	199	201	733	67	389	411	284	257	259	248	203	137	205	225	206	154	211	196	588

Study of Entrepreneurship Among Young Atlantic Canadians Aged 15-29
- Non-entrepreneurs -

TABLE 37:

Where did you find out about the financial assistance available to young people?

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
School/University/Community college	23	23	23	24	21	23	25	20	26	31	25	16	29	21	27	18	16	35	11	28	16	27
Television/TV	13	13	12	13	12	12	15	10	16	11	11	16	10	12	11	16	12	17	9	11	15	12
Internet	12	17	10	7	9	12	12	11	13	9	17	11	11	11	8	18	14	9	21	7	8	13
Friends	11	9	10	13	16	11	6	9	12	4	10	15	3	15	15	8	10	13	10	8	16	9
Newspapers/magazines	10	7	11	12	13	10	9	13	7	5	8	14	8	4	10	13	13	11	6	6	10	9
Brochure	5	4	3	7	3	4	6	4	5	2	5	6	2	5	5	4	3	8	3	4	8	3
Development agencies	5	3	3	8	1	4	6	4	5	3	4	6	3	4	5	6	5	5	6	2	6	4
Parents/Guardians/Relatives	4	4	5	2	8	4	3	4	5	4	1	7	4	4	5	5	7	3	0	5	7	3
Banks/financial institutions	4	5	4	2	3	4	6	5	3	5	3	5	6	3	3	4	3	4	9	1	4	4
Word of mouth	4	3	4	3	3	4	3	5	2	1	5	4	3	3	3	4	5	3	3	3	5	3
Radio	3	4	2	2	2	3	6	4	2	2	0	6	3	2	0	5	3	2	0	5	7	1
Media/Advertising (non-specific)	3	4	1	2	4	3	3	2	3	5	3	2	3	3	3	2	2	3	4	3	1	4
Guidance counsellor	3	3	1	5	2	3	0	2	3	1	2	4	2	1	2	6	4	2	1	3	3	3
Business person/Entrepreneur	2	1	1	4	4	2	0	2	2	1	1	3	0	1	3	2	3	2	0	1	2	2
Government	2	3	1	1	3	2	0	2	2	2	1	2	2	2	0	2	0	1	7	0	0	2
Chambers of Commerce/Boards of Trade	1	1	1	2	2	1	0	1	1	1	0	2	1	0	2	1	0	2	0	3	3	1
1-800 career/business line	1	1	1	2	0	1	0	1	1	0	0	3	0	0	2	3	2	2	0	0	3	0
Poster/Billboard	1	1	1	1	2	1	0	1	1	0	1	2	0	0	3	1	2	0	2	0	2	1
Own research	1	0	0	2	3	1	0	0	1	0	2	0	0	1	0	1	0	0	1	1	1	1
Other	4	5	2	3	3	4	0	4	3	4	5	3	2	3	6	3	2	2	7	4	2	4
Don't know/No answer	19	18	25	13	17	17	31	20	17	17	21	18	17	22	18	18	26	7	16	25	20	18
WEIGHTED SAMPLE SIZE (#)	**422**	**171**	**114**	**111**	**26**	**379**	**43**	**203**	**219**	**111**	**145**	**166**	**79**	**115**	**92**	**129**	**136**	**120**	**74**	**91**	**113**	**296**
UNWEIGHTED SAMPLE SIZE (#)	428	115	91	107	115	393	35	209	219	113	147	168	76	110	92	144	139	124	71	92	120	297

TABLE 38:

Have you ever heard of the Young Entrepreneurs ConneXion Program, sometimes referred to as the Seed Capital program?

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
Yes, have heard of it	16	16	19	11	20	15	23	17	15	14	19	16	14	13	17	22	16	17	15	16	20	15
No, have never heard of it	83	83	79	88	78	83	76	83	83	84	80	83	85	86	80	77	83	83	84	81	79	84
Don't know/No answer	1	1	2	2	2	1	2	1	2	2	1	1	1	1	3	1	1	1	2	2	1	2
WEIGHTED SAMPLE SIZE (#)	**764**	**281**	**240**	**200**	**43**	**690**	**74**	**364**	**400**	**275**	**239**	**250**	**255**	**194**	**125**	**182**	**213**	**181**	**158**	**210**	**177**	**570**
UNWEIGHTED SAMPLE SIZE (#)	764	189	191	193	191	703	61	367	397	278	242	244	244	195	128	190	212	193	148	207	184	565

TABLE 39:

What types or what kind of non-financial government assistance are available to young people who wish to start their own business?

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
Banks	2	4	2	2	0	2	5	2	2	1	2	4	2	3	0	5	2	1	6	1	4	2
Help with business plans	1	1	2	2	1	2	0	1	2	0	2	2	0	1	1	4	3	2	1	1	2	1
Business counselling	1	1	2	2	1	1	2	1	1	1	1	1	1	1	1	1	1	1	1	2	1	1
Educational programs/courses	1	2	1	1	0	1	2	2	0	2	1	0	2	0	1	2	1	2	2	1	1	1
ACOA	1	2	1	1	1	1	0	1	1	0	0	3	1	0	2	2	2	0	1	2	4	0
Mentoring programmes	1	1	2	1	1	1	0	1	1	1	0	2	1	0	1	2	1	1	1	1	1	1
Youth Ventures/Youth programs	1	0	0	3	0	1	0	1	1	2	0	0	1	0	2	0	0	1	1	1	0	1
HRDC	1	1	0	1	0	1	0	1	0	0	0	2	0	0	0	3	1	0	1	1	1	0
YMCA	1	1	0	2	0	1	0	1	1	0	0	1	0	1	0	1	1	1	0	1	1	1
Junior Achievment	1	1	0	1	0	1	0	1	0	1	0	0	1	1	0	0	1	1	1	0	0	0
Family assistance/Friends	0	1	0	1	0	0	0	1	0	1	0	0	1	1	0	1	0	0	2	0	0	1
Other	4	5	3	5	4	4	2	5	3	3	4	5	3	2	5	6	4	5	4	3	2	5
None available	3	4	1	4	3	3	0	3	2	2	5	2	2	5	1	2	3	1	4	3	3	3
Don't know/No answer	84	83	85	82	88	83	91	81	86	87	83	81	86	86	86	77	82	86	80	86	82	84
WEIGHTED SAMPLE SIZE (#)	**800**	**297**	**252**	**206**	**45**	**718**	**82**	**385**	**415**	**283**	**255**	**262**	**260**	**203**	**133**	**195**	**223**	**196**	**165**	**213**	**186**	**595**
UNWEIGHTED SAMPLE SIZE (#)	800	200	200	199	201	733	67	389	411	284	257	259	248	203	137	205	225	206	154	211	196	588

TABLE 40:

What are the names of non-financial government assistance programmes available to young people who wish to start their own business?

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
There are none available	2	2	2	2	2	2	0	2	2	1	3	3	1	3	0	3	3	2	1	2	1	2
ACOA programmes	1	1	2	1	2	1	0	0	2	0	1	2	0	0	1	3	1	1	0	1	2	0
Banks/Bank Loans	1	1	1	0	0	1	0	0	1	1	1	1	1	0	2	1	2	0	1	0	2	0
Junior Achievement	1	1	1	1	1	1	0	1	0	1	1	0	1	0	1	0	0	1	2	0	0	1
Open for Business	0	1	0	0	0	0	0	0	0	1	0	0	1	1	0	0	0	2	0	0	0	1
Youth Employment Resources Guide	0	1	0	1	0	0	0	0	0	1	0	0	1	0	0	1	0	1	0	0	0	0
Young Entrepreneurs Going Places Conference	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0	1	1	0	0	0	1	0
ESP: Entrepreneurial Skills Program	0	0	1	0	0	0	2	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0
Atlantic Colleges Committee for Entrepreneurial Development	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0	0	1	0
Regional Development Authority/Agency (RDA) programmes	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	2	3	3	2	3	2	2	3	2	2	2	3	3	2	1	3	4	2	2	1	4	2
Don't know/No answer	93	92	92	95	94	92	97	94	92	94	92	92	93	95	94	89	90	90	96	97	90	94
WEIGHTED SAMPLE SIZE (#)	**777**	**287**	**248**	**199**	**44**	**695**	**82**	**373**	**405**	**279**	**242**	**257**	**255**	**192**	**131**	**190**	**216**	**194**	**158**	**206**	**181**	**578**
UNWEIGHTED SAMPLE SIZE (#)	777	193	197	192	195	710	67	375	402	280	245	252	244	193	134	199	218	205	147	204	190	572

TABLE 41:

Do you think government should pay particular attention to helping young people, that is, people under the age of 30, become business owners?

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
Yes	93	92	92	95	94	92	97	92	93	92	94	92	93	93	96	90	90	94	95	92	92	93
No	4	5	5	3	5	5	0	4	5	4	4	4	4	5	1	6	6	3	3	5	6	4
Don't know/No answer	3	4	3	2	1	3	3	4	2	3	2	3	3	2	3	4	4	3	1	4	3	3
WEIGHTED SAMPLE SIZE (#)	**800**	**297**	**252**	**206**	**45**	**718**	**82**	**385**	**415**	**283**	**255**	**262**	**260**	**203**	**133**	**195**	**223**	**196**	**165**	**213**	**186**	**595**
UNWEIGHTED SAMPLE SIZE (#)	800	200	200	199	201	733	67	389	411	284	257	259	248	203	137	205	225	206	154	211	196	588

TABLE 42:

Which one of the following five actions do you think is the most important action the government should take to help young people become business owners?

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
Providing financial assistance	35	34	34	37	31	34	39	36	34	34	37	33	30	39	38	34	32	39	31	37	42	33
Providing business skills training	20	25	18	17	17	20	22	20	21	22	19	20	25	18	19	17	17	16	29	21	17	21
Providing courses about business ownership in the education	19	19	19	18	20	18	20	19	18	23	16	16	24	15	17	15	22	18	16	18	14	20
Providing business counselling and information	10	12	8	9	13	10	8	11	9	10	13	7	8	10	13	11	10	8	11	11	6	11
Promoting business ownership as a career	7	6	6	10	7	8	2	6	8	6	7	7	6	7	6	9	10	7	5	6	6	7
None of the above	1	1	0	2	0	1	0	1	1	0	0	2	0	1	1	2	2	0	1	0	1	0
All equally	7	4	11	5	8	6	9	6	8	3	5	12	4	8	7	9	7	9	5	6	11	5
Don't know/No answer	2	1	2	3	4	2	0	2	2	1	2	2	2	2	0	3	2	3	3	1	2	2
WEIGHTED SAMPLE SIZE (#)	**800**	**297**	**252**	**206**	**45**	**718**	**82**	**385**	**415**	**283**	**255**	**262**	**260**	**203**	**133**	**195**	**223**	**196**	**165**	**213**	**186**	**595**
UNWEIGHTED SAMPLE SIZE (#)	800	200	200	199	201	733	67	389	411	284	257	259	248	203	137	205	225	206	154	211	196	588

TABLE 43:

How good a job would you say the government does in assisting young people who want to start their own business?

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
Excellent	1	0	1	1	1	1	2	1	1	1	0	1	1	1	0	1	1	0	1	1	1	1
Very good	20	16	18	28	26	20	21	19	22	22	19	19	22	19	21	19	15	18	26	23	21	20
Only fair	58	64	56	50	56	58	56	61	54	60	59	54	55	53	66	59	61	65	52	52	54	59
A poor	15	15	15	17	9	15	19	16	14	12	17	17	16	20	9	13	16	11	18	15	17	15
Don't know/No answer	6	6	9	4	7	7	3	4	9	5	5	9	6	7	4	8	7	5	3	9	8	6
WEIGHTED SAMPLE SIZE (#)	800	297	252	206	45	718	82	385	415	283	255	262	260	203	133	195	223	196	165	213	186	595
UNWEIGHTED SAMPLE SIZE (#)	800	200	200	199	201	733	67	389	411	284	257	259	248	203	137	205	225	206	154	211	196	588

TABLE 45:

Which one of the following two statements comes closer to your own thinking?

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
To succeed in owning a business in Atlantic Canada it is important that the business be located in a large city in the region	33	32	30	38	34	33	36	36	30	41	30	27	40	29	30	30	27	32	36	37	28	35
An Atlantic Canadian business does not have to be located in a large city in order to succeed	64	67	65	57	62	64	56	60	67	56	67	69	56	68	65	68	70	65	59	58	69	61
Don't know/No answer	3	2	4	5	4	3	8	4	3	3	3	4	4	3	5	2	3	2	5	4	3	3
WEIGHTED SAMPLE SIZE (#)	800	297	252	206	45	718	82	385	415	283	255	262	260	203	133	195	223	196	165	213	186	595
UNWEIGHTED SAMPLE SIZE (#)	800	200	200	199	201	733	67	389	411	284	257	259	248	203	137	205	225	206	154	211	196	588

TABLE 46:

And which one of the following two statements comes closer to your own thinking?

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
A young person does not have to leave Atlantic Canada in order to operate a successful business	45	43	44	48	47	45	42	47	42	45	46	43	45	44	45	43	42	43	50	44	45	45
For a young person to operate a successful business , it is usually necessary to leave Atlantic Canada	53	56	53	49	52	53	57	50	56	52	53	55	53	53	52	55	56	55	47	53	54	52
Don't know/No answer	2	2	3	3	1	2	2	2	2	3	1	2	2	2	3	2	1	2	3	3	1	3
WEIGHTED SAMPLE SIZE (#)	800	297	252	206	45	718	82	385	415	283	255	262	260	203	133	195	223	196	165	213	186	595
UNWEIGHTED SAMPLE SIZE (#)	800	200	200	199	201	733	67	389	411	284	257	259	248	203	137	205	225	206	154	211	196	588

TABLE 47:

Which one of the following two statements comes closer to your own thinking?

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
Operating a business and protecting the environment are not compatible	42	44	40	40	46	43	32	42	41	38	48	39	36	40	44	49	44	46	38	38	43	41
It is possible to operate a business without harming the environment	56	55	56	58	53	55	62	56	56	60	50	57	62	56	55	48	53	52	58	60	54	57
Don't know/No answer	3	2	4	3	0	2	6	2	3	2	2	5	2	4	1	3	3	3	3	2	3	2
WEIGHTED SAMPLE SIZE (#)	800	297	252	206	45	718	82	385	415	283	255	262	260	203	133	195	223	196	165	213	186	595
UNWEIGHTED SAMPLE SIZE (#)	800	200	200	199	201	733	67	389	411	284	257	259	248	203	137	205	225	206	154	211	196	588

TABLE 48:

Do you completely agree, mostly agree, mostly disagree or completely disagree that it is acceptable for companies to place business interests ahead of environmental concerns, in order to succeed against the business competition?

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
Completely agree	4	4	3	6	4	4	9	6	3	6	3	4	6	3	2	5	4	4	4	5	3	5
Mostly agree	14	12	16	17	14	13	28	16	13	18	15	10	19	16	7	11	11	14	18	15	11	15
Mostly disagree	30	31	26	32	31	30	25	29	30	33	29	26	36	25	27	27	31	26	29	31	27	31
Completely disagree	50	53	52	42	49	51	36	47	52	41	51	58	36	54	60	57	54	53	45	46	57	48
Don't know/No answer	2	1	2	3	1	2	2	1	2	2	3	1	3	1	3	0	0	3	3	2	2	2
WEIGHTED SAMPLE SIZE (#)	**800**	**297**	**252**	**206**	**45**	**718**	**82**	**385**	**415**	**283**	**255**	**262**	**260**	**203**	**133**	**195**	**223**	**196**	**165**	**213**	**186**	**595**
UNWEIGHTED SAMPLE SIZE (#)	800	200	200	199	201	733	67	389	411	284	257	259	248	203	137	205	225	206	154	211	196	588

TABLE 49:

Do either of you parents and/or guardians now own their own business or did they own their own business in the past?

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
Yes	33	38	32	25	42	34	21	33	32	33	31	34	31	27	41	36	39	30	26	34	37	32
No	67	62	68	74	58	65	79	66	67	66	69	66	68	73	59	64	61	70	73	65	63	68
Don't know/No answer	1	1	0	1	0	1	0	1	0	1	0	0	1	1	0	0	0	0	1	1	0	1
WEIGHTED SAMPLE SIZE (#)	**800**	**297**	**252**	**206**	**45**	**718**	**82**	**385**	**415**	**283**	**255**	**262**	**260**	**203**	**133**	**195**	**223**	**196**	**165**	**213**	**186**	**595**
UNWEIGHTED SAMPLE SIZE (#)	800	200	200	199	201	733	67	389	411	284	257	259	248	203	137	205	225	206	154	211	196	588

TABLE 50:

What is your current employment status? Are you currently:

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
Employed full-time	28	34	29	18	32	28	25	34	23	5	28	52	6	27	22	60	100	0	0	0	50	21
Employed part-time	24	26	24	21	32	24	29	19	29	28	28	17	23	24	36	19	0	100	0	0	18	27
Actively looking for full-time work	12	11	11	16	8	11	20	15	10	7	17	14	11	18	10	10	0	0	60	0	11	12
Actively looking for part-time work	8	11	5	9	5	9	3	9	8	20	3	2	20	4	3	1	0	0	40	0	1	11
Not actively looking for work	27	18	30	36	21	27	23	23	30	40	25	14	40	27	28	10	0	0	0	100	20	29
Refused	0	1	0	1	1	0	0	0	1	1	0	0	1	0	1	0	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	**800**	**297**	**252**	**206**	**45**	**718**	**82**	**385**	**415**	**283**	**255**	**262**	**260**	**203**	**133**	**195**	**223**	**196**	**165**	**213**	**186**	**595**
UNWEIGHTED SAMPLE SIZE (#)	800	200	200	199	201	733	67	389	411	284	257	259	248	203	137	205	225	206	154	211	196	588

TABLE 51:

All things considered, how satisfied, if at all, are you with your current employment? Would you say you are:

	Overall	Province				Language		Gender		Age			Education				Employment Status		Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Married	Single
Completely satisfied	24	21	25	29	19	24	26	20	27	28	26	20	29	17	30	23	18	31	20	25
Mostly satisfied	59	61	57	53	70	58	66	61	56	58	57	61	63	53	53	63	61	56	62	57
Mostly dissatisfied	10	11	8	12	9	11	6	10	10	7	13	9	4	17	12	8	13	7	10	10
Completely dissatisfied	4	3	5	5	2	4	3	5	3	3	1	7	0	9	2	3	7	1	6	3
Don't know/No answer	3	3	5	1	1	4	0	3	4	4	3	3	4	4	3	3	2	5	2	4
WEIGHTED SAMPLE SIZE (#)	**419**	**177**	**133**	**80**	**29**	**375**	**44**	**205**	**214**	**93**	**142**	**184**	**74**	**103**	**78**	**155**	**223**	**196**	**126**	**283**
UNWEIGHTED SAMPLE SIZE (#)	431	119	106	77	129	394	37	212	219	102	149	180	77	107	78	162	225	206	137	286

TABLE 52:

Do you currently have access to a personal computer that connects on-line to the Internet?

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
Yes	71	77	67	70	74	74	52	71	72	77	77	61	67	70	78	74	73	74	63	74	66	74
No	28	24	33	30	26	26	48	28	28	23	23	39	33	30	21	26	27	25	37	26	34	26
Don't know/No answer	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	**800**	**297**	**252**	**206**	**45**	**718**	**82**	**385**	**415**	**283**	**255**	**262**	**260**	**203**	**133**	**195**	**223**	**196**	**165**	**213**	**186**	**595**
UNWEIGHTED SAMPLE SIZE (#)	800	200	200	199	201	733	67	389	411	284	257	259	248	203	137	205	225	206	154	211	196	588

TABLE 53a:

On average, would you say you spend a lot of time, some time, not very much time or no time each week:

SURFING THE WEB/INTERNET?

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
A lot of time	20	21	18	24	15	21	17	22	19	27	20	14	23	17	28	15	17	19	22	24	10	23
Some time	30	29	30	33	33	31	27	32	29	32	30	29	28	28	33	34	29	37	27	28	33	30
Not very much time	28	36	26	21	29	30	14	27	30	28	32	25	28	28	23	34	31	30	24	28	28	29
No time	20	15	26	21	21	18	42	17	22	12	18	31	20	26	16	16	22	14	27	19	28	17
Don't know/No answer	1	1	0	1	1	1	0	1	0	0	0	2	0	1	0	2	1	0	1	1	1	1
WEIGHTED SAMPLE SIZE (#)	**800**	**297**	**252**	**206**	**45**	**718**	**82**	**385**	**415**	**283**	**255**	**262**	**260**	**203**	**133**	**195**	**223**	**196**	**165**	**213**	**186**	**595**
UNWEIGHTED SAMPLE SIZE (#)	800	200	200	199	201	733	67	389	411	284	257	259	248	203	137	205	225	206	154	211	196	588

TABLE 53b:

On average, would you say you spend a lot of time, some time, not very much time or no time each week:

READING DAILY NEWSPAPERS?

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
A lot of time	22	23	27	15	22	21	31	26	19	18	21	28	19	28	21	21	26	16	30	18	26	21
Some time	37	35	29	47	44	37	38	35	38	29	45	37	29	35	46	44	36	45	36	31	36	37
Not very much time	24	27	22	24	18	25	17	23	25	33	18	20	31	20	19	22	22	24	18	31	21	25
No time	17	15	21	14	15	17	14	15	18	19	16	14	21	16	15	13	16	14	16	19	16	17
Don't know/No answer	0	1	0	0	0	0	0	0	0	1	0	1	1	1	0	0	0	0	1	1	0	0
WEIGHTED SAMPLE SIZE (#)	**800**	**297**	**252**	**206**	**45**	**718**	**82**	**385**	**415**	**283**	**255**	**262**	**260**	**203**	**133**	**195**	**223**	**196**	**165**	**213**	**186**	**595**
UNWEIGHTED SAMPLE SIZE (#)	800	200	200	199	201	733	67	389	411	284	257	259	248	203	137	205	225	206	154	211	196	588

Study of Entrepreneurship Among Young Atlantic Canadians Aged 15-29
- Non-entrepreneurs -

TABLE 53c:

On average, would you say you spend a lot of time, some time, not very much time or no time each week:

READING WEEKLY NEWSPAPERS?

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
A lot of time	17	13	20	20	13	16	25	18	16	12	18	21	18	18	12	17	20	14	23	11	19	16
Some time	32	25	31	42	31	32	26	32	31	24	39	32	24	36	39	34	32	33	33	29	35	30
Not very much time	24	31	18	23	24	25	19	25	23	32	21	19	28	21	27	19	21	28	19	28	20	26
No time	27	31	30	16	31	26	28	24	29	31	22	26	29	25	22	29	27	24	23	32	26	28
Don't know/No answer	1	1	1	0	0	0	2	1	0	0	0	1	0	0	0	2	0	0	2	1	0	1
WEIGHTED SAMPLE SIZE (#)	**800**	**297**	**252**	**206**	**45**	**718**	**82**	**385**	**415**	**283**	**255**	**262**	**260**	**203**	**133**	**195**	**223**	**196**	**165**	**213**	**186**	**595**
UNWEIGHTED SAMPLE SIZE (#)	800	200	200	199	201	733	67	389	411	284	257	259	248	203	137	205	225	206	154	211	196	588

TABLE 53d:

On average, would you say you spend a lot of time, some time, not very much time or no time each week:

WATCHING TELEVISION?

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
A lot of time	34	30	42	32	28	32	52	34	35	35	34	33	44	35	29	24	35	30	37	35	36	34
Some time	41	43	35	45	46	42	34	43	40	36	42	46	31	41	50	50	41	46	41	38	44	40
Not very much time	20	21	19	19	21	21	13	19	21	25	19	16	22	20	18	20	18	22	17	24	15	21
No time	4	6	3	4	4	5	0	4	4	4	4	4	4	4	3	5	6	2	5	4	4	4
Don't know/No answer	0	1	0	0	0	0	2	0	0	0	0	1	0	0	0	2	0	1	1	0	0	0
WEIGHTED SAMPLE SIZE (#)	**800**	**297**	**252**	**206**	**45**	**718**	**82**	**385**	**415**	**283**	**255**	**262**	**260**	**203**	**133**	**195**	**223**	**196**	**165**	**213**	**186**	**595**
UNWEIGHTED SAMPLE SIZE (#)	800	200	200	199	201	733	67	389	411	284	257	259	248	203	137	205	225	206	154	211	196	588

TABLE 53e:

On average, would you say you spend a lot of time, some time, not very much time or no time each week:

LISTENING TO THE RADIO?

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
A lot of time	38	40	39	33	40	37	45	29	46	32	38	43	34	39	32	45	47	41	31	31	47	34
Some time	39	37	38	44	39	39	41	43	36	40	40	39	37	37	46	39	37	37	43	42	35	41
Not very much time	16	16	15	19	15	17	9	21	12	21	14	12	20	17	17	11	13	18	17	17	12	18
No time	6	8	6	5	6	7	5	7	6	7	8	5	9	7	5	4	3	4	8	11	6	7
Don't know/No answer	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	1	0	0	0
WEIGHTED SAMPLE SIZE (#)	**800**	**297**	**252**	**206**	**45**	**718**	**82**	**385**	**415**	**283**	**255**	**262**	**260**	**203**	**133**	**195**	**223**	**196**	**165**	**213**	**186**	**595**
UNWEIGHTED SAMPLE SIZE (#)	800	200	200	199	201	733	67	389	411	284	257	259	248	203	137	205	225	206	154	211	196	588

TABLE 53f:

On average, would you say you spend a lot of time, some time, not very much time or no time each week:

READING BOOKS?

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
A lot of time	30	30	34	26	27	30	27	21	38	29	35	25	24	29	38	33	25	33	27	34	26	31
Some time	37	38	34	41	38	38	28	34	41	36	35	42	39	35	35	39	40	37	38	36	43	36
Not very much time	23	23	20	26	23	22	26	31	15	26	19	22	24	27	19	19	28	22	17	23	22	23
No time	10	10	12	8	11	9	19	14	6	8	11	10	13	9	8	9	8	9	17	8	9	10
Don't know/No answer	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	1	0	0	0
WEIGHTED SAMPLE SIZE (#)	**800**	**297**	**252**	**206**	**45**	**718**	**82**	**385**	**415**	**283**	**255**	**262**	**260**	**203**	**133**	**195**	**223**	**196**	**165**	**213**	**186**	**595**
UNWEIGHTED SAMPLE SIZE (#)	800	200	200	199	201	733	67	389	411	284	257	259	248	203	137	205	225	206	154	211	196	588

TABLE 53g:

On average, would you say you spend a lot of time, some time, not very much time or no time each week:

TALKING WITH FRIENDS?

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
A lot of time	60	62	59	61	53	60	61	62	58	72	59	48	71	60	59	48	53	61	66	62	50	63
Some time	32	32	32	33	37	33	30	30	35	20	33	45	21	31	35	47	38	34	26	30	41	30
Not very much time	6	5	7	7	8	6	6	6	6	7	7	5	7	8	6	4	7	5	5	8	8	6
No time	1	2	1	0	1	1	3	2	1	1	1	2	2	1	0	2	2	0	2	1	2	1
Don't know/No answer	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	**800**	**297**	**252**	**206**	**45**	**718**	**82**	**385**	**415**	**283**	**255**	**262**	**260**	**203**	**133**	**195**	**223**	**196**	**165**	**213**	**186**	**595**
UNWEIGHTED SAMPLE SIZE (#)	800	200	200	199	201	733	67	389	411	284	257	259	248	203	137	205	225	206	154	211	196	588

TABLE 53h:

On average, would you say you spend a lot of time, some time, not very much time or no time each week:

READING MAGAZINES?

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
A lot of time	16	14	22	13	13	15	23	14	18	24	13	11	25	13	9	12	15	10	23	18	10	18
Some time	44	47	41	45	41	44	42	44	44	42	43	48	43	38	54	46	45	48	41	41	49	43
Not very much time	26	26	19	32	33	26	24	27	25	22	31	24	19	29	32	27	27	29	18	27	27	26
No time	14	14	18	10	12	14	11	15	13	12	13	16	14	20	5	14	13	13	17	14	14	14
Don't know/No answer	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	1	0	0	0
WEIGHTED SAMPLE SIZE (#)	**800**	**297**	**252**	**206**	**45**	**718**	**82**	**385**	**415**	**283**	**255**	**262**	**260**	**203**	**133**	**195**	**223**	**196**	**165**	**213**	**186**	**595**
UNWEIGHTED SAMPLE SIZE (#)	800	200	200	199	201	733	67	389	411	284	257	259	248	203	137	205	225	206	154	211	196	588

TABLE 53I:

On average, would you say you spend a lot of time, some time, not very much time or no time each week:

READING INTERNET GUIDES?

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
A lot of time	4	4	4	5	2	4	6	5	3	6	3	3	3	3	8	3	2	4	4	6	2	5
Some time	14	12	18	13	11	13	19	16	12	15	13	14	16	13	10	14	15	13	13	15	14	14
Not very much time	26	25	20	32	33	27	12	28	24	28	26	23	23	28	23	29	27	28	17	29	28	25
No time	55	59	58	48	53	54	63	51	59	51	58	58	57	55	58	52	55	54	64	50	56	55
Don't know/No answer	1	2	0	2	0	1	0	1	1	0	1	2	0	2	1	2	1	1	2	1	0	1
WEIGHTED SAMPLE SIZE (#)	**800**	**297**	**252**	**206**	**45**	**718**	**82**	**385**	**415**	**283**	**255**	**262**	**260**	**203**	**133**	**195**	**223**	**196**	**165**	**213**	**186**	**595**
UNWEIGHTED SAMPLE SIZE (#)	800	200	200	199	201	733	67	389	411	284	257	259	248	203	137	205	225	206	154	211	196	588

TABLE 54:

What are your favourite websites? Any others?

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
Yahoo	13	11	13	16	13	14	6	11	15	14	15	10	15	12	12	13	7	13	21	14	10	14
Hot Mail	10	8	11	11	13	9	19	8	12	16	8	4	13	6	15	6	3	15	13	9	3	12
Napster	5	6	4	4	2	5	8	6	4	7	2	4	5	8	3	3	3	7	5	3	3	5
Sports websites (non-specific)	5	6	3	4	4	4	11	8	2	2	4	9	2	5	6	6	9	2	5	3	9	4
TSN.Com	4	4	3	4	3	3	8	7	0	2	4	5	1	3	3	7	9	3	0	2	5	3
Much Music	3	5	1	3	3	3	0	3	3	6	1	2	5	2	3	1	1	6	5	1	1	4
Job banks	3	2	5	2	2	3	5	4	2	2	3	4	1	3	3	5	6	2	3	0	3	3
MSN.com	3	3	2	3	3	3	3	2	3	2	4	2	3	1	4	3	3	2	1	3	0	3
Music sites (non-specific)	2	1	3	3	1	2	5	1	3	4	1	1	4	1	1	2	1	4	0	3	1	3
CBC News	2	1	1	4	2	2	3	3	1	1	1	5	2	0	1	5	3	1	1	3	2	2
HRDC	2	3	0	3	1	2	0	2	2	0	2	4	0	4	3	2	3	2	2	0	1	2
E-mail	2	0	3	3	4	2	3	2	2	2	2	2	2	2	3	1	2	1	2	3	3	2
Auto sites	2	2	1	1	3	1	5	3	0	1	1	3	1	2	0	3	1	2	4	1	2	1
School/University webpage	2	1	1	3	1	2	0	1	2	1	3	1	1	0	3	3	1	3	0	2	2	1
Canoe.ca	2	2	0	2	2	2	0	3	0	1	0	4	1	2	0	3	4	0	2	0	4	1
Newspaper/Magazines (non-specific)	1	2	1	1	1	2	0	2	1	2	0	3	1	1	1	2	4	1	0	1	2	1
Game websites (non-specific)	1	2	1	2	1	2	0	2	1	3	0	1	3	1	0	1	1	2	2	2	2	1
Ebay	1	2	1	1	2	1	0	1	1	1	2	2	1	1	3	1	1	1	0	2	1	1
Cooking sites/Recipes	1	1	2	1	0	1	0	0	2	1	1	3	1	1	2	1	1	1	2	1	4	1
Excite.com	1	2	0	1	0	1	0	0	2	1	1	1	1	0	1	3	2	0	2	1	0	1
Goggle.com	1	2	0	1	1	1	0	1	1	2	1	0	2	1	1	1	0	1	2	1	1	1
Chat sites	1	0	3	1	3	1	0	1	2	2	0	1	2	1	1	0	1	1	1	1	2	1
ICQ.com	1	2	1	1	0	1	0	2	0	2	1	0	3	0	1	0	1	2	0	1	0	1
Shopping websites (non-specific)	1	2	0	0	1	1	0	0	2	1	0	3	1	0	3	0	1	0	2	1	2	1
Hockey websites	1	1	1	1	1	1	0	2	0	1	0	3	1	0	0	3	2	0	0	2	3	0

TABLE 54:

What are your favourite websites? Any others?

Parenting sites	1	1	1	0	1	1	0	0	1	0	1	2	0	1	1	2	2	0	0	1	4	0
Health sites	1	1	2	0	1	1	3	0	2	1	1	1	1	0	1	2	1	0	0	2	1	1
Harmony Central	1	0	1	3	0	1	3	1	0	1	1	1	2	1	1	0	1	0	2	1	0	1
Seventeen.com	1	1	2	0	0	1	0	0	2	2	0	0	3	0	0	0	0	1	1	1	0	1
NBA.com	1	1	1	0	2	1	0	1	0	1	1	1	1	0	0	2	2	0	1	0	1	1
News	1	1	0	2	1	1	0	1	0	0	1	1	1	0	1	1	1	2	0	0	2	0
Children's sites	1	1	0	1	1	1	0	0	1	0	0	2	0	0	0	3	1	0	0	1	3	0
Weather sites/Environment	1	1	0	1	2	1	0	1	0	0	0	2	1	1	0	1	2	0	0	1	1	1
On-line sites	1	1	1	0	1	1	0	1	0	0	0	2	0	2	1	0	2	0	1	0	2	0
GAP.com	1	1	0	1	0	1	0	0	1	1	0	1	1	1	1	0	0	1	1	1	1	1
CNN	1	1	1	1	1	1	0	1	0	0	1	1	0	0	1	1	1	2	0	0	0	1
Altavista	1	0	1	1	0	0	3	0	1	0	0	1	1	0	0	1	0	1	0	1	1	0
Sympatico	1	0	1	1	0	1	0	0	1	0	1	1	0	0	1	1	1	0	1	0	0	1
Snowmobiling	1	0	1	1	0	0	3	1	0	1	0	1	1	0	0	1	1	1	0	1	1	0
MTV.com	0	0	0	2	0	1	0	1	0	0	0	1	1	0	0	1	1	0	1	0	1	0
Gardening	0	1	1	0	1	1	0	0	1	0	0	2	0	0	0	2	1	1	0	0	2	0
Monster.ca	0	0	1	0	1	0	0	0	0	0	0	1	0	0	0	1	0	0	0	1	1	0
Onion.com	0	0	0	1	1	0	0	0	0	0	1	0	0	1	0	0	0	1	0	0	0	0
Other	34	37	33	30	33	34	32	40	28	35	35	31	32	33	28	41	32	40	28	33	33	35
Nothing	18	19	14	20	22	18	16	17	19	16	20	18	18	19	16	19	14	20	17	21	18	18
Don't know/No answer	16	15	20	14	12	16	16	14	19	14	19	16	19	20	16	11	21	13	11	18	16	16
WEIGHTED SAMPLE SIZE (#)	**634**	**251**	**186**	**162**	**35**	**586**	**48**	**313**	**321**	**248**	**208**	**178**	**207**	**149**	**112**	**160**	**173**	**169**	**119**	**170**	**133**	**490**
UNWEIGHTED SAMPLE SIZE (#)	629	169	148	156	156	589	40	311	318	247	207	175	198	146	115	165	171	176	106	173	132	488

TABLE 55:

And what are your favourite television shows? Any others?

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
Survivor	17	21	14	16	16	18	9	12	22	16	15	22	14	17	20	19	19	22	12	15	25	15
Friends	17	20	13	17	19	17	16	13	21	15	19	16	16	11	25	17	17	23	18	11	18	17
The Simpsons	13	18	10	9	12	14	5	19	7	22	12	4	20	11	10	7	9	12	20	12	3	16
ER/Trauma Life In The ER	6	5	6	7	6	6	5	3	9	6	7	5	5	6	7	8	6	7	6	4	7	6
That 70's Show	5	5	7	3	4	5	5	5	5	6	4	4	7	4	6	3	4	6	4	5	3	6
News (non-specific)	5	3	5	9	3	5	2	6	4	1	6	7	1	10	3	6	5	4	6	5	11	3
Dawson's Creek	4	4	3	7	2	5	3	2	6	6	4	3	5	3	6	4	3	4	2	8	4	5
Law & Order	4	5	3	3	5	4	2	3	5	1	6	6	1	4	4	9	7	3	2	4	5	4
Wrestling/WWF	4	3	5	4	2	4	5	7	1	3	5	3	4	5	4	2	7	2	4	2	3	4
Temptation Island	4	6	2	3	3	4	0	2	5	6	3	2	4	3	4	4	3	5	3	4	1	5
Days Of Our Lives	4	2	6	4	1	4	3	0	7	4	4	2	5	3	2	3	2	5	2	5	2	4
Comedy Shows	4	3	3	5	3	4	3	4	3	1	2	7	2	6	6	1	7	2	3	2	7	3
Sports (non-specific)	3	2	2	7	5	3	3	6	1	4	2	4	3	6	1	3	4	3	2	4	4	3
X-Files	3	6	3	1	3	3	3	5	2	3	6	2	2	2	5	5	2	5	1	5	1	4
Hockey Night In Canada/Hockey	3	3	3	4	3	3	5	6	0	2	3	5	2	3	4	4	5	3	1	3	4	3
Much Music/Music Stations	3	3	4	3	2	3	6	5	1	7	2	0	7	2	1	0	1	3	5	4	0	4
Dark Angel	3	5	1	2	1	3	2	2	3	4	3	1	4	0	4	2	3	1	2	3	1	3
Discovery Channel	2	1	2	5	3	2	2	3	2	1	1	5	1	2	2	4	4	2	3	1	2	3
Ally McBeal	2	3	3	1	1	3	0	0	4	1	2	4	1	2	5	2	3	2	1	3	3	2
Reality Television shows	2	2	1	4	2	2	0	2	2	0	2	4	0	2	3	4	4	2	1	1	6	1
Movies (various)	2	1	3	4	2	2	6	2	2	1	2	3	2	1	3	2	1	2	3	2	3	2
Seinfeld	2	3	2	1	2	2	5	3	1	2	3	1	3	1	3	1	1	2	4	1	0	3
Who Wants To Be A Millionaire	2	2	1	3	1	2	2	2	2	1	2	3	1	2	3	3	3	1	0	2	3	2
Will & Grace	2	2	2	2	2	2	3	1	3	2	2	2	1	3	2	2	2	3	2	1	1	2
Passions	2	2	1	4	1	2	0	0	3	4	0	1	5	1	1	0	0	1	3	3	1	2

TABLE 55:

And what are your favourite television shows? Any others?

Sit coms (non-specific)	2	2	0	4	1	2	0	2	1	2	2	2	2	1	2	2	1	3	1	2	2	2
Fraser	2	1	2	4	2	2	0	1	3	1	1	3	0	1	1	4	3	1	1	2	3	1
The Mole	2	4	1	1	1	2	0	2	2	2	1	2	3	1	1	2	2	2	3	0	2	2
Boston Public	2	2	1	3	2	2	0	1	2	3	1	1	2	2	1	2	2	2	2	1	2	2
West Wing	2	2	1	2	2	2	2	2	1	1	2	2	0	2	0	3	3	2	1	1	1	2
Soap Operas (non-specific)	2	1	1	4	2	2	2	0	3	1	2	2	2	2	2	1	1	1	4	1	2	1
The Learning Channel	1	2	2	1	2	1	3	2	1	1	1	3	1	1	1	2	1	1	4	0	2	1
Titus	1	0	3	1	2	1	3	1	1	1	1	2	1	1	4	0	1	0	1	2	2	1
Third Watch	1	3	1	0	1	1	0	0	2	1	1	2	1	0	2	3	4	1	0	0	1	1
Fresh Prince Of Bel Air	1	1	2	1	0	1	5	2	1	2	1	1	3	0	1	0	1	1	1	2	1	1
Star Trek	1	2	1	1	1	1	0	1	1	1	2	1	1	3	1	0	1	2	2	0	0	1
Buffy The Vampire Slayer	1	2	1	1	1	1	0	0	2	3	0	1	3	0	0	1	1	0	2	2	0	1
Jeopardy	1	1	2	1	1	1	2	0	2	0	1	2	0	1	2	2	2	1	1	1	1	1
Everybody Loves Raymond	1	2	1	1	2	1	0	2	0	1	0	2	1	0	0	2	1	2	0	1	2	1
Nature Shows	1	1	1	2	0	1	0	2	0	0	1	2	0	1	2	1	0	1	2	1	1	1
Game shows (non-specific)	1	1	1	2	0	1	2	1	1	0	2	0	1	1	0	2	1	1	2	0	2	1
CSI	1	1	2	1	2	1	0	1	1	0	1	2	1	1	0	2	1	1	1	1	0	1
Spin City	1	1	1	2	0	1	0	2	0	1	1	0	1	1	1	1	0	1	1	1	0	1
Roswell	1	2	1	1	1	1	0	1	1	1	1	1	1	0	1	2	1	0	0	3	2	1
Sports Desk	1	2	1	1	0	1	0	2	0	1	0	1	1	1	0	2	2	1	0	1	2	1
Third Rock From The Sun	1	1	1	1	2	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
CBC News	1	0	1	2	2	1	0	1	1	1	1	1	0	0	1	2	1	1	0	1	1	1
Drew Carey	1	0	1	2	1	1	2	2	0	1	1	0	2	0	0	1	1	0	1	1	0	1
Action shows	1	2	0	1	0	1	0	0	1	0	0	2	1	1	1	1	1	0	1	1	1	1
Wheel Of Fortune	1	1	0	1	1	1	0	0	1	1	1	0	1	1	1	0	0	1	2	0	2	0

TABLE 55:

And what are your favourite television shows? Any others?

Talk Shows (non-specific)	1	1	0	1	1	1	0	0	1	1	1	1	1	1	1	0	1	1	1	1	0	1
Charmed	1	1	1	1	1	1	0	0	1	1	1	0	2	0	1	0	0	1	1	1	0	1
Oprah Winfrey	1	2	0	0	2	1	0	0	1	0	1	1	1	0	0	2	1	2	0	0	3	0
The Practice	1	1	1	1	0	1	0	1	1	1	1	0	1	2	0	0	0	1	0	1	0	1
General Hospital	1	1	0	1	3	1	0	0	1	1	1	0	0	1	1	0	0	1	1	1	1	1
Entertainment Tonight	1	1	1	0	2	1	2	0	1	0	1	1	0	0	0	2	0	2	0	0	2	0
All My Children	1	1	0	1	1	1	0	0	1	0	1	1	1	1	0	1	0	1	1	1	2	0
Malcolm In The Middle	1	1	1	0	1	1	0	0	1	1	1	0	1	0	1	0	0	1	1	1	0	1
Basketball/NBA	1	1	1	1	2	1	0	1	0	1	1	0	1	0	0	1	0	0	2	1	0	1
Drama shows	1	0	1	1	3	0	2	0	1	1	0	1	1	0	1	1	0	1	0	1	0	1
Dharma & Greg	1	1	0	1	1	1	0	0	1	0	1	1	0	0	1	1	0	1	0	1	0	1
Whose Line Is It Anyway	1	1	0	1	2	1	0	1	1	0	2	0	0	0	1	2	0	2	0	1	0	1
Soprano's	1	1	1	1	1	1	0	1	0	0	1	1	0	1	1	0	1	1	0	0	1	0
Nature Of Things	1	1	1	1	1	0	3	0	1	1	1	1	0	1	0	1	0	1	1	0	1	0
Baseball	1	1	0	1	0	0	2	1	0	0	0	1	0	0	0	2	2	0	0	0	2	0
Martha Stewart	1	1	0	1	0	1	0	0	1	0	1	1	0	1	0	2	1	1	0	1	1	0
Tom Green Show	1	1	1	1	1	1	0	1	0	1	0	0	1	1	0	0	0	1	1	1	0	1
Market Place	1	0	1	1	2	1	0	0	1	0	1	1	1	0	1	1	1	1	1	0	2	0
Biography	0	0	1	1	1	0	2	0	1	0	1	1	0	1	0	1	1	0	1	0	0	1
Nash Bridges	0	0	1	1	0	1	0	1	0	0	1	1	0	1	0	0	1	0	0	1	0	1
This Hour Has 22 Minutes	0	1	0	1	2	0	0	1	0	0	0	1	0	0	0	1	0	0	1	1	1	0
Futurama	0	1	0	1	1	0	0	0	0	0	1	0	0	1	0	1	0	0	2	0	1	0
5th Estate	0	0	0	1	2	0	0	0	1	0	0	1	0	0	0	1	1	0	0	0	0	0
South Park	0	1	1	0	0	0	0	1	0	1	0	0	1	0	0	0	0	0	1	1	0	0
Dateline	0	0	1	1	1	0	0	0	0	0	0	1	0	0	0	1	0	0	0	1	1	0

TABLE 55:

And what are your favourite television shows? Any others?

History Channel	0	0	1	0	1	0	0	1	0	0	1	1	0	0	2	0	1	1	0	0	0	0
Family Feud	0	1	0	1	0	0	0	0	1	1	0	0	1	0	0	1	0	0	1	0	0	0
NYPD Blue	0	0	0	1	1	0	0	1	0	0	1	0	0	1	1	0	0	0	1	1	0	0
Seventh Heaven	0	0	1	1	0	0	0	0	1	1	0	0	1	0	0	0	0	1	0	1	0	0
The Norm Show	0	1	0	0	1	0	0	0	0	0	0	1	1	0	0	0	1	0	0	0	0	0
Local news	0	0	0	1	1	0	0	0	0	0	0	0	0	0	1	0	0	1	0	0	1	0
Crocodile Hunter	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	23	24	27	16	23	22	27	22	24	22	20	26	23	21	22	26	24	22	30	17	23	23
None	7	6	8	6	7	6	9	8	5	8	7	5	6	11	5	4	6	6	4	9	6	7
Don't know/No answer	4	2	7	4	4	4	8	5	3	4	6	2	4	8	1	2	5	3	3	6	3	4
WEIGHTED SAMPLE SIZE (#)	**764**	**279**	**243**	**199**	**43**	**683**	**81**	**367**	**397**	**272**	**243**	**250**	**250**	**195**	**129**	**182**	**210**	**191**	**155**	**205**	**179**	**567**
UNWEIGHTED SAMPLE SIZE (#)	764	188	193	192	191	698	66	370	394	272	245	247	238	196	130	193	214	198	147	202	189	561

TABLE 56:

And what types of music or programmes do you usually listen to on the radio? And what other types of music or programming do you listen to on the radio?

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
Country music	21	17	25	22	17	20	28	17	24	11	23	30	16	28	17	23	26	14	20	22	36	15
Rock music	19	18	19	19	23	19	19	24	14	16	22	19	18	19	14	23	23	19	18	15	21	18
Alternative music	17	14	18	20	15	18	12	17	17	29	13	8	24	17	14	10	12	23	14	19	9	20
Music - Non-specific	16	17	15	16	14	15	21	12	20	14	17	16	13	19	16	17	15	22	14	13	17	16
Rap/Hip-Hop music	12	10	14	14	8	12	16	12	13	21	8	7	22	9	10	6	7	14	16	15	6	15
News	8	7	7	10	8	8	7	8	8	4	8	12	5	6	11	11	13	8	4	5	9	8
Classic rock	7	7	9	6	4	8	3	8	6	4	9	9	5	7	8	11	10	7	5	6	8	7
Modern rock	6	5	7	5	6	6	5	7	6	3	7	8	4	5	7	9	10	3	3	7	8	5
Pop/Pop Rock	5	5	4	7	6	6	2	5	6	9	4	2	8	5	2	4	4	5	7	6	3	6
Easy listening/Soft rock	5	5	5	3	11	5	2	5	5	3	3	8	3	3	10	6	8	5	3	3	5	5
Talk radio	4	3	2	9	3	5	0	6	3	1	6	6	1	5	5	7	6	4	6	2	6	3
Everything/Various	3	4	2	3	7	3	3	3	3	1	5	4	2	3	5	4	2	3	5	3	3	3
Top 40/Top 10	3	3	1	6	2	3	2	3	3	3	2	3	3	2	6	3	3	2	3	3	4	3
Dance/Techno	3	3	2	3	2	3	0	1	4	1	4	4	2	1	4	4	4	3	2	1	3	3
Adult rock	3	4	1	2	1	3	0	2	3	0	3	4	1	2	4	4	4	4	2	1	3	2
CBC	2	3	2	2	6	3	0	4	1	2	1	4	2	1	4	4	2	3	2	2	4	2
Classical music	2	2	4	1	2	2	3	1	3	1	2	4	1	0	3	6	5	2	0	1	2	2
C100	2	4	0	0	0	2	0	1	2	2	1	2	1	2	0	2	3	1	2	1	1	2
R & B (Rythm & Blues)	2	2	2	2	1	2	2	1	2	2	2	0	2	2	2	0	1	2	2	1	1	2
Oldies Station	1	1	2	1	2	1	2	1	1	2	1	1	2	3	1	0	1	1	3	1	1	1
Hard Rock/Heavy Metal	1	1	2	1	2	1	0	2	0	2	0	2	1	1	1	1	1	1	3	0	0	1
Christian/Gospel Music	1	0	2	2	1	1	0	1	1	1	1	1	1	1	1	1	1	0	1	3	2	1
Weather	1	2	1	1	1	1	2	1	1	1	2	1	2	1	1	1	0	2	2	1	1	1
Magic '97	1	2	0	1	0	1	0	1	1	2	0	1	2	1	0	1	0	1	2	1	1	1
Jazz	1	0	1	1	1	1	0	0	1	0	1	1	1	0	1	1	1	1	1	0	0	1

TABLE 56:

And what types of music or programmes do you usually listen to on the radio? And what other types of music or programming do you listen to on the radio?

Magic'93	0	1	0	0	2	1	0	0	1	1	1	0	1	1	0	0	0	1	1	0	0	1
Newfoundland music/programs	0	0	0	2	0	0	0	1	0	0	0	1	0	0	0	1	0	0	2	0	1	0
93.1/FM	0	1	0	0	3	0	0	0	1	1	0	0	1	0	0	0	0	0	1	0	0	0
Folk	0	0	1	1	0	0	0	1	0	0	0	1	0	1	1	0	1	0	0	1	0	0
CHTN	0	1	0	0	1	0	0	0	0	0	1	0	0	1	0	0	0	1	0	0	0	0
House	0	0	1	0	0	0	2	0	0	0	0	1	0	0	0	1	1	0	0	0	0	0
Other	7	9	7	5	8	7	8	8	7	8	8	7	9	5	8	8	5	8	9	9	6	8
None	2	2	4	1	4	2	3	4	1	2	3	2	2	3	4	1	3	1	1	3	2	3
Don't know/No answer	3	3	3	4	3	3	5	3	4	5	5	1	3	2	7	2	2	4	6	2	2	4
WEIGHTED SAMPLE SIZE (#)	**747**	**273**	**235**	**196**	**42**	**668**	**78**	**356**	**391**	**264**	**235**	**248**	**236**	**190**	**126**	**186**	**216**	**188**	**151**	**191**	**176**	**552**
UNWEIGHTED SAMPLE SIZE (#)	748	184	187	189	188	684	64	361	387	266	236	246	227	192	128	194	217	197	142	190	185	548

TABLE 57:

Are you currently:

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
Married or living as married	23	25	24	19	30	23	25	19	27	1	17	54	6	30	19	41	41	17	14	17	100	0
Single	74	74	72	79	69	75	72	79	70	99	80	43	93	67	80	55	56	81	83	81	0	100
Divorced or widowed	1	1	3	1	0	1	3	1	1	0	1	2	0	1	1	3	1	2	2	1	0	0
Refused	1	1	1	1	0	1	0	1	1	0	2	1	0	2	0	1	2	0	2	1	0	0
WEIGHTED SAMPLE SIZE (#)	**800**	**297**	**252**	**206**	**45**	**718**	**82**	**385**	**415**	**283**	**255**	**262**	**260**	**203**	**133**	**195**	**223**	**196**	**165**	**213**	**186**	**595**
UNWEIGHTED SAMPLE SIZE (#)	800	200	200	199	201	733	67	389	411	284	257	259	248	203	137	205	225	206	154	211	196	588

TABLE 58:

To the best of your knowledge, which of the following categories best describes your own gross personal income before taxes in 2000?

	Overall	Province				Language		Gender		Age			Education				Employment Status				Marital Status	
		NS	NB	NF	PE	English	French	Male	Female	15-19	20-24	25-29	Less than H.S.	Grad H.S.	Some P.S.	Grad P.S.	Full-Time	Part-Time	Actively Looking	Not Actively Looking	Married	Single
Under $5,000	36	37	31	40	29	36	30	34	37	69	23	11	68	25	28	10	6	39	52	51	10	45
Between $5,000 and $9,999	15	16	15	15	17	15	17	14	16	13	25	9	8	24	26	8	7	23	12	18	8	18
Between $10,000 and $19,999	18	16	18	21	18	18	20	21	15	3	26	26	5	25	21	26	23	18	19	12	23	16
Between $20,000 and $34,999	15	14	16	12	22	15	14	15	14	0	15	30	3	12	16	32	38	8	6	4	28	10
Between $35,000 and $49,999	5	8	5	2	5	5	10	7	4	0	4	12	0	6	1	13	14	3	2	1	16	2
$50,000 or more	2	2	2	2	0	2	3	2	2	1	1	3	2	1	1	4	4	1	1	2	4	1
Refused	3	3	3	4	1	3	0	2	4	2	2	5	2	2	3	5	5	4	1	2	6	2
Don't know/No answer	6	5	9	6	6	6	6	4	9	12	4	3	12	5	4	2	2	5	7	11	5	7
WEIGHTED SAMPLE SIZE (#)	**800**	**297**	**252**	**206**	**45**	**718**	**82**	**385**	**415**	**283**	**255**	**262**	**260**	**203**	**133**	**195**	**223**	**196**	**165**	**213**	**186**	**595**
UNWEIGHTED SAMPLE SIZE (#)	800	200	200	199	201	733	67	389	411	284	257	259	248	203	137	205	225	206	154	211	196	588

Appendix D:
Qualitative Interview Protocol

Business 1-1 Screener

Name: _____ By Phone In Person

Work #:_____

Company: _____

Title: _____

Location: _____

_____

Invite
May I please speak with _____ *(name on the list)*

Hello, my name is ___ and I am with Corporate Research Associates, a public opinion and market research firm. We are calling on behalf of The Atlantic Canada Opportunities Agency, also known as ACOA as a follow up to the letter that was sent to you on January 18th. Do you recall having received a letter from ACOA from Robert Smith, Director of Entrepreneurship in relation to a project they are conducting to gather opinions and viewpoints of representative from departments, agencies and organizations who provide services to young entrepreneurs?

(If recall)
As you know, we are inviting representatives from departments, agencies and organizations such as yours to participate in one-on-one interviews. The objective of this study is to determine how services to young entrepreneurs can be enhanced. The interview will focus on your knowledge and experience of providing support and assistance to young entrepreneurs. Topics to be covered in the interview include; the development of programs for young entrepreneurs, your *(department's/agency's /organization's')* role in such programs, the information young entrepreneurs require and its availability, the steps young entrepreneurs take when starting their own business, and what programs and services might require further enhancement.

The interviews will take place over the next two weeks and will take approximately 30 minutes. A representative from Corporate Research Associates can make arrangements to visit your office or if it is more convenient for you, the interview can be conducted by phone. Would you be available to participate? *If yes, arrange time and location and fill out top of screener. If no, thank and terminate.*

(If don't recall)
ACOA has engaged Corporate Research Associates to conduct a study to gather opinions and viewpoints of representatives from departments, agencies, and organizations who prove services to young entrepreneurs. Your thoughts and opinions are seen as crucial for improving the service delivery to young entrepreneurs. The objective of this study is to determine how services to young entrepreneurs can be enhanced. The interview will focus on your knowledge and experience of providing support and assistance to young entrepreneurs. Topics to be covered in the interview include; the development of programs for young entrepreneurs, your *(department's/agency's /organization's)* role in such programs,

the information young entrepreneurs require and its availability, the steps young entrepreneurs take when starting their own business, and what programs and services might require further enhancement.

The interviews will take place over the next two weeks and will take approximately 30 minutes. A representative from Corporate Research Associates can make arrangements to visit your office or if it is more convenient for you, the interview can be conducted by phone. Would you be available to participate? *If yes, arrange time and location and fill out top of screener. If no, thank and terminate*

Recruiters:

- Confirm exact location if interview is to be conducted at their office
- Confirm phone number if interview is to be conducted by phone
- Confirm the time in Newfoundland and record local time
- Use calendar provided to track all interview dates, times & locations
- Allow 1 $^{1/2}$ hours between interviews, if in person
- Be sure to indicate on screener if the interview is to be conducted by phone or in person
- Repeat and confirm date and time of interview

ACOA

Interview Discussion Guide – FINAL

Introduction *(Introduce self)*

I'd like to begin by thanking you for taking the time to help us with our research study. Our discussion should take about 30 minutes. As I mentioned in my call, the objective of our discussion today is to determine how services to young entrepreneurs can be enhanced. I will be focussing on your knowledge and experience with providing support and assistance to young entrepreneurs and learning what could make the process easier and more effective. For the purposes of our discussion, a young entrepreneur is considered a person between the age of 15 and 29 who is interested in starting or expanding his/her business.

I'd like to audio tape our discussion so I don't have to take a lot of notes. I will be the only person who will listen to the tape, and it will only be used to help me write my report on the findings from this study. As soon as I am finished with my report, the tape will be destroyed.

Our discussion today is confidential in nature. No one will be advised of your specific comments. Rather, your comments will be combined with the comments from others that I interview, to protect everyone's identity that is taking part in this study.

Do you have any questions before we begin?

Programs for Young Entrepreneurs

I would like to begin by asking you a few questions about programs for young entrepreneurs, in general.

- What is your view on the development of programs for young entrepreneurs?
  - Is there a need for such programs? Why do you feel that way?
  - Are there sufficient programs in place?
  - (If not) What type of programs ***are*** lacking? What needs to be put in place?

- What is your organisation's involvement with young entrepreneurs? What, if anything, is your organisation doing for young entrepreneurs?

- Within your organisation, what level of priority is given to ***programs for young entrepreneurs***?
  - How, if at all, has this changed in recent years?

- Looking ahead, how do you think your organisation's role in regards to young entrepreneurs might change? Why?

- How long have you been dealing with young entrepreneurs?
  - Have you noticed any changes in today's young entrepreneurs? If so, in what ways? Probe specifically for changes in: education, technological capabilities, participation in entrepreneurship programs, awareness of entrepreneur programs, curriculum, etc.
  - What do you think has caused these changes?

Young Entrepreneurs – Information Needs

I would now like to discuss the **information needs** of young people who are considering beginning their own business.

- What type of information do young entrepreneurs look for when beginning their own business? (Probe: developing business plans, marketing, human resources, registering company, initial financing, accounting principles, legal matters, general management practices, etc.)
  - What type of information do they need most?

- Is the information they are looking for available?
  - If not, what is lacking? (Probe: for specific topics lacking, as above)
  - Is the information accessible? Do they know about it? ***Are they accessing the information***?
  - Based on your experience, is there a need to better promote the services available?
  - If so: What mediums should be used? (Probe: TV commercials, advertisements, seminars, courses, student newspapers, or training programs?)
  - What types of communication mediums are best accepted by this group?
  - Are they using the information that is available? If no: Why not?

Steps in Building a Business

I would like to discuss the steps you've seen young people take when starting their own business.

- What steps do you see young entrepreneurs taking in initiating and developing their own business? (Basically, what process do they go through?)
- What are the greatest challenges they face when building their business? (Probe: building management capacity, strategic partnering, financial management, accessing capital, finding proper facilities/infrastructure, funding R&D, human resource management, marketing expertise, market access, developing a business plan, etc.)
- How do they overcome these challenges?
- What would you consider to be the most critical factors for growing their business?

Financial Assistance:

- What types of financial programs are available to young entrepreneurs?
- What gaps exist in the overall process of young entrepreneurs accessing and securing financing today?
- Any comments on the requirements of these programs?
- Are there sufficient financial programs to meet the need?
  - IF NO: What areas are lacking?
  - IF YES: Do you think these programs are used to their full capacity?
    - IF NOT: What is preventing young people from participating in available financial assistance programs?
- Are there differences in how young entrepreneurs develop their businesses? (Probe for differences between males and females; Francophones and Anglophones; urban and rural)
- How, if at all, do young entrepreneurs differ from older entrepreneurs (30+)?
- If you were designing the ideal system to help young entrepreneurs get their business started, what things would you include? Why?

Young Entrepreneurs – A Profile

I would now like to learn more about the young entrepreneurs that have contacted your department, agency or organization.

- Approximately what percentage of your clients is aged 29 or younger? Has this percentage changed in recent years? If yes, how has it changed? What has contributed to this change?
- Do you anticipate that the percentage of clients in this age group will change in the coming years? How so?
- Would you say there are more male or female young entrepreneurs? Has that changed? (If so, Why do you think ***it's*** changed?)
- What types of businesses are young entrepreneurs starting up? How, if at all, have the types of businesses pursued changed in recent years? What do you think will happen in the future?
- What size of companies are young people starting? (In terms of both employees and sales)
- What level of investment is generally required ***by young entrepreneurs*** for start-up?

Looking Forward

To finish up, I'd like you to think about the various programs and services that are available to young entrepreneurs, many of which you have mentioned.

- Overall, what gaps currently exist in ensuring young entrepreneurs' success?
- How do you think programs and services available today could be further enhanced to better meet young entrepreneurs' needs?
- What else might be required?

THANK AND CLOSE